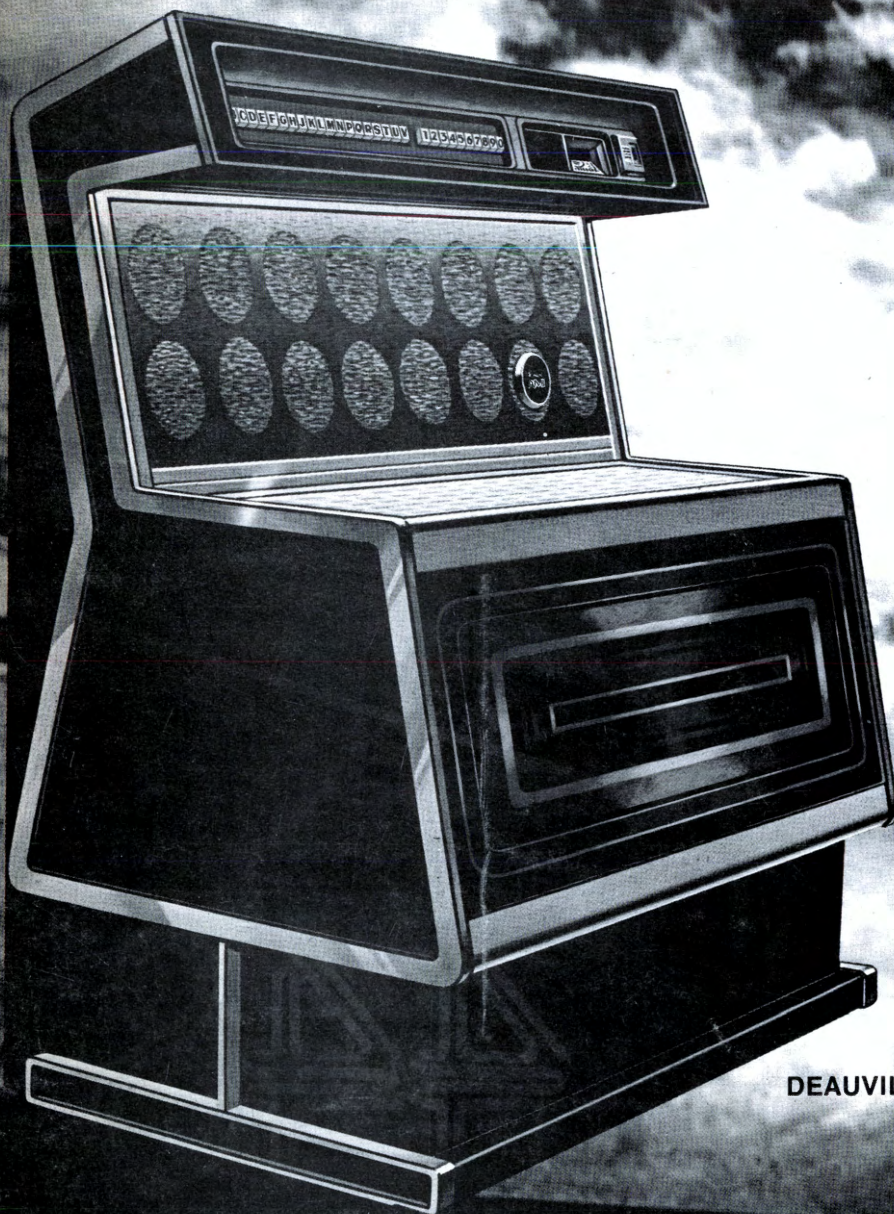


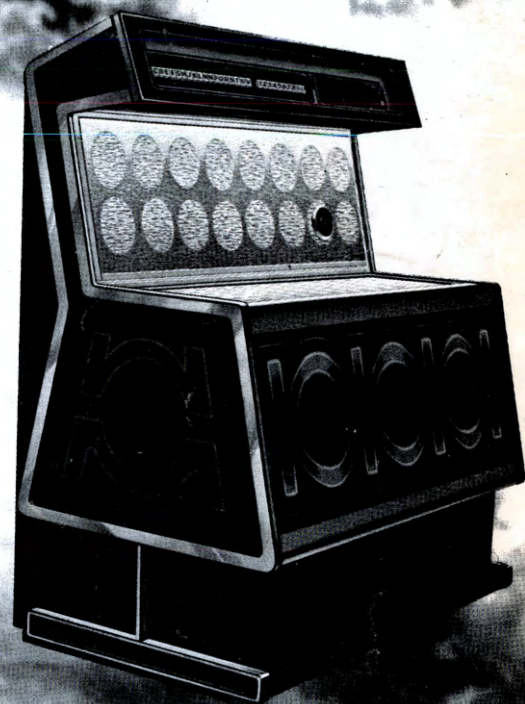
THE MUSIC
AND AMUSEMENT
OPERATORS
NEWS MAGAZINE

CANADIAN *Coin Box* MAGAZINE

SEPTEMBER 1972



DEAUVILLE



MONTE CARLO

THE
ROWE
MONTE
CARLO

and
DEAUVILLE

LOOK GREAT!
SOUND GREAT!
WORK GREAT!

WE BELIEVE IN CHANGE FOR THE SAKE OF CHANGE

Halves, quarters, dimes, and nickels are what it's all about. So every Rock-Ola change is designed to increase play and reduce expensive down time and servicing. The big changes we made this year are for the sake of even more change in the cash box.

Take the 160-selection 448's fresh, daring profile. Those sloping angles and gracefully rounded contours started with our belief that the program deck belongs up top where it draws the eye and attracts more action. And notice that the program deck is slanted at the perfect reading angle. We call it Sightline Programming and its only purpose is to make our phonograph very, very easy to play.

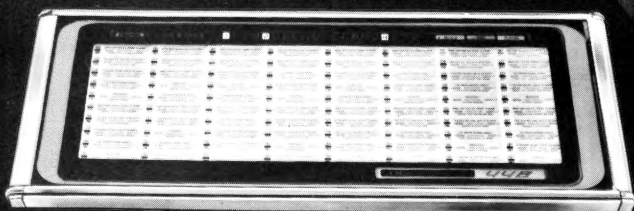
Then there's our all new 10-Key Numbers-In-Line Selection System and Computer Play Status Indicator. They make the 448 easier, quicker, and more fun to play than any previous phonograph. On top of that, the new system lets us replace 28 electro-mechanical switches with just 10 of the more reliable electronic switches.

And the 448 includes a Rock-Ola exclusive for jumping locations. It's called the Rock Power Amplification Switch and it lets you turn on booming double volume without a trace of distortion.

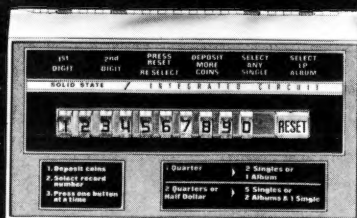
But even with these and a host of other design advances, the 448 is the easiest to service, most dependable phonograph in the business.

Some things just never seem to change.

ROCK-OLA
THE SOUND ONE



New Sightline Programming



New Numbers-In-Line Selection System



Compute-A-Flash "Record Playing" Indicator

448

THE MAGICAL MUSICAL MINT



DEAUVILLE

MONTE CARLO

- Bold "Supergraphic" design asserts its presence and demands the sale.
- Improved Stereo Full Range Sound with 6 speakers (two 10" bass speakers in a duct-tuned bass reflex sound chamber, two 6" mid-range and two tweeters.)
- Hybrid amplifier.
- 3-in-1 programming. (Change from 200 to 160 to 100 selections.)
- 5-year free warranty. (Additional 2-year warranty, \$50 extra.)
- Two wire remote volume control. (Three wire with Cancel Control.)
- The most combinations of play pricing in the industry.
- No lubrication or preventive maintenance needed for 5 years.
- The best return on investment in the industry.
- Bill acceptor available.



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Not Too Many Surprises for the Small Canadian Contingent Attending the Music Operators of America Convention-Show in Chicago

The Music Operators of America held its 22nd Annual Convention and trade show on September 14th, 15th, 16th at the Conrad Hilton Hotel in Chicago. The Convention theme was Profitability, seminars being directed towards that very important facet of any business. There were 60 separate exhibitors this year though many of them used multiple booths. There was one Canadian exhibitor the Hover Curling Company of Ottawa, which showed a simulated curling game. In it, light "rocks" suspended in the air by blasts of air coming from a series of holes in the tables' "ice surface" are "shoved" by players from one "end" to the other. Attendance as far as could be ascertained appeared to be on about a par with that of the last couple of years though some of the Canadians in attendance voiced the opinion that it was in fact a bit down.

In many past cases the M.O.A.'s annual show has been held in Chicago coincidental with the much larger National Automatic Merchandising Association's Annual Convention-Show; this made it an ideal setup for Canadians. The cost in time and money to journey long distances and "live" in a large American city these days is very high. When both events could be taken in for just about the price of one there was a very strong incentive for Canadian firms' people to attend. Because many Canadians are involved in both Vending and Music, Games and Amusements economic considerations must be borne in mind especially by people in business in a relatively small way, as a great many Canadians are.

As a result, the Canadian contingent at the MOA show was a relatively small one, not more than a dozen people by best estimates. And, these were in the main, Canadian distributors and agents of American manufacturers. In the Canadian view the Convention-Show was about average, not much new equipment to be seen for the first time, two lines of Juke Boxes having been revealed prior to the show—others to come out later. The most exciting piece of equipment was rec-

koned to be Brunswick's Air Hockey game, complete with Gordie Howe plugging it, and, the most prevalent and universally shown were the great variety of simulated dart games. These latter by the numbers, shapes, sizes and conformations, in which they were shown and pushed indicates and confirms earlier reports that they are something of a rage in the U.S. Apart from these two games, the Canadians present didn't feel that the exhibition had too much to offer or excite people though there were a great many variations on a theme in the way of Games and Amusements. As usual, they did find it extremely valuable to renew contacts, discuss their affairs, keep fully up to date and do business with their suppliers who are in the main American manufacturers and firms.

For 1972-73 the trend in coin-operated gramophones is heavily slanted towards the traditional old-time Juke Box. Whatever glowing adjectives some firms' sales and publicity executives may use to describe their new offerings they won't be half as glowing as the colors and decor of some of the new models. Nor is this confined to the new Rowe and Seeburg models recently announced but, West Germany's NSM Company also showed a model so there must be something international about it too. Therefore, three manufacturers have definitely brought out models which can only be described in Juke Box terminology of thirty years ago, "flashy," "gowdy," "garish." As though slanted completely towards teenagers and their mod styles. At the same time they have stuck with more sedate models and, firms offering furniture styled gramophones have enjoyed a good and growing market which is expected to become even more buoyant in years ahead.

The mid-September Music Operators of America Convention and Trade Show in Chicago wasn't only an equipment orientated affair during the last few years Juke Box Operators in Canada and the U.S.

Continued on page 16

Skill-hit moving target submarines split in half with a fiery flash and explosion roar. After a hit submarine sinks out of sight, a second flash and explosive boom accents each hit.

SUBMARINES SINK

YOUR PROFITS GO UP

Bally®

SUB-PACK

submarine SKILL game

★ Realistic deep sea scene with rippling bubbles and wave-shadows.

★ Rolling sea bottom causes illusion that "sub" in which player stands is rocking and rolling.

★ Authentic sound effects.

★ Adjustable sound volume.

★ Exciting battle action.

★ Twin torpedoes: not one, but two, torpedoes speed in converging courses toward target sub each time button is pressed. If both torpedoes hit submarine, hit score is double—10 instead of 5.

★ Exclusive Bally Cross-Hatch Sight.

★ Light-up Score Computer registers up to 195.

★ Adjustable bonus play-time.

★ Eye-catching deluxe hard finish cabinet.

★ Simplified mechanism.

★ Adjustable play-time: 45 second to 2½ minutes.

★ Quickly convertible play-price: 25¢ per play or 2 plays 25¢—a top money-maker either way.

★ Also available for coins of all nations.

Players pack around SUB-PACK to kibitz and wait their turn to kill submarines. And the result is continuous play, hour after hour, month after month, and packed coin-boxes every collection. Get your share. Get SUB-PACK now.



Greatly Changed Attitudes of Canadians Towards Coin Operated Machines Open Huge Markets For Operators and Equipment

There is a relationship and interdependence amongst all types of coin-Operated machines which simply cannot be ignored. Whether a certain segment of the coin machine industry will admit it or not, what happens in another segment will have a very definite bearing on another. This is because unlike members of the coin machine Operating industry, the public at large does not differentiate between coin machines. In its eyes they are all part and parcel of the same thing; they all take the customer's money and give back either items or, amusement and pleasure, all sometimes take money but don't give out, all varieties sometimes give excellent value to the user and sometimes very poor value; all can be clean, bright inviting or scruffy, dirty, beat-up and repulsive. From the point of view of the public a Kiddie Ride, Bulk Vender, Juke Box, Game, Amusement or food, drink or other item Vender is all the same thing, part of the same business. Therefore, what goes on with one form of coin machines must be associated with other forms in the minds of users. There is no better example than the "slot machine" syndrome which still to some extent permeates the whole of the Canadian industry with its vision of money grabbing machines of the "one-armed bandit" type. "Slot machine" is the official language of Canada's Criminal Code to describe coin machines and nothing could be more indicative than that, of an official and highly important attitude towards a great variety of equipment.

NEW MARKETS OPEN

Quietly and without fanfare a whole new market has evolved for Canadian Operators and that also means coin machines. Over the past decade or so and particularly during the last three or four years coin-Operated equipment of all sorts has gently moved into new commercial and public spheres. This includes apart from Venders, Juke Boxes, Games, Amusements and Rides. Although this sort of thing has long been "old hat" in Europe-Britain and the U.S.A. it would

have been unthinkable just a few years ago in the minds of large sections of the Canadian public, stores' executives and managements. Yet today Vending Machines, Rides, Juke Boxes, Games and Amusements are to be seen, heard and used in many of Canada's largest and most conservative stores and chains. This is not something that has just happened; rather it has come about by design through changing public and executive attitudes and, young peoples' likes and dislikes have been a dominant factor.

Entree for Juke boxes in some of this country's staidest big stores must be put down to the overwhelming impact of modern Pop music on the public at large. With enormous radio, TV, film and on-location Juke Box exposure artists such as the Beatles, the Rolling Stones, Anne Murray and Tom Jones and their music had a tremendous impact on the public. This was something which simply could not be ignored even by Monarchs, Prime Ministers and Presidents let alone merchandisers of clothes, records, musical instruments and other items closely identifiable with these "public figures". The garment salesmen and business heads of large firms realized that this music had to be taken seriously—it "sent" the young people who now had good spending money and, it didn't sit too badly with their parents either. The obvious connection of clothing, styles and other merchandise with this type of music and the people who made it equally obvious that the two put together would do a better selling job than merely the saleable items on their own. As a result, it is a common thing to see or hear a Juke Box and background system helping to sell in Eatons and other large emporiums. And, it's also equally common to see Amusement devices and Vendors of various sorts in these same old established stores. People are by nature conservative but when they get used to one thing it's simple to bring in others which work on the same basic principle—once the ice is broken the water tends to be fine.

Continued on Page 17

Call New-Way For The Lowest Price In Canada!

MIDWAY'S BULL'S EYE



Electronic Dart Game, the only game — completely electronic — maintenance free. One elegant cabinet with no connection wires at all.

Just hang it on the wall (your ten year old son can do this). Plug it in and you are in business and collections you never sought before—\$200 a week and more!

The game is operated by remote control boxes via radio link. Need no floor space. Also available with pedestal.

Sold exclusively in Canada by:

**Ready In Stock
For
Immediate
Delivery**

New-Way Sales Company
DISTRIBUTORS OF COIN AND VENDING MACHINES

1257-61 QUEEN STREET WEST, TORONTO 3, ONTARIO
Phones: 531-9751 - 531-9740 - 531-6444 - Long Distance: 531-2000

Home Audio Video Through-T.V.-Sets Creates a Major Role For Vending Machines As Ideal Sellers and Renters of Cassettes

It's an amazing thing, how one advance or development leads to something else. The big thing in the leisure and home entertainment mass market in the immediate future and for the next decade is certain to be a new form of home movies known as A-V, Audio Video, or C.T.V. for cassette T.V. What it is, is simply this. Either home recorded or purchased films or tapes of one or another sort which contain programs can be played back through the users own black and white or colour T.V. These have now been in use for some two years in North America and Europe and G. B., mainly by industrial, military and educational establishments, for sales, training or educational purposes. This is no pip squeak matter; some of the biggest names in International electronic are involved. C.B.S. and Motorola and a British, European, Japanese consortium have placed large numbers of film-sound track through—T.V.—units in the past year or so. Philips, the Dutch based electronics giant, in alliance with other European and Japanese firms, plus Norelco in North America, has proven player/recorder, camera, electronic tape cassette units ready for the market. So have Panasonic, Sony, Toshiba and other Japanese producers—in fact, the Japanese are probably more advanced in A-V and more ready for mass marketing than anyone. RCA in the U.S. has three different systems, one using vinyl tape to hold holographic images. Ampex, Zenith and practically all major U.S. T.V. and radio makers are either making their own equipment or someone else's under license. At present, such stores as Macy's in New York and Sears Roebuck in Chicago, plus many others, are selling these devices to the public, though prices are still high—from \$1000.00 - \$3,000.00.

The owner of this new entertainment equipment buys a small player unit alike in size to a gramophone turntable. Into it he places a cassette or cartridge of recorded material as in a tape player. The player is connected to his T.V. set and on its screen is shown the material held in the tape. There are also recorder units by which a user can capture programs from T.V. and play them back over it, when and as often as he likes. "Cameras" are also available; by using them as a cine camera the operator can record on magnetic tape his own material as in home movies, for instant or delayed playback through his T.V. Or, he can

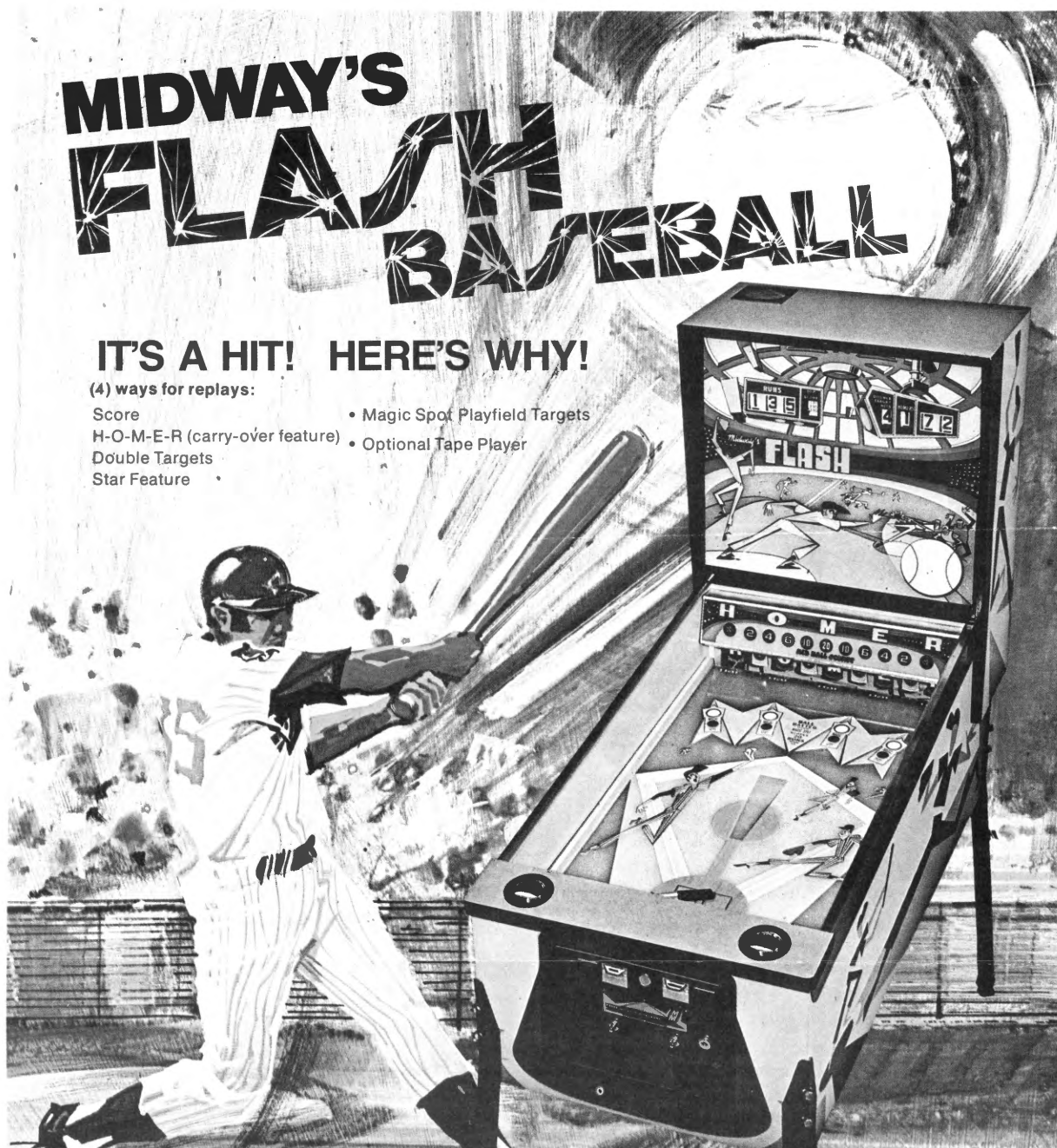
purchase complete pre-recorded movies, sporting events, shows, almost anything seen on T.V. or the films—these are akin to present music tapes. Programs of up to an hour can be contained in a cassette no larger than a pocket-book. And, the cost is expected to drop drastically in the next year or so when the mass market begins to be hit. However, though but a fraction the cost of sound films, pre recorded material is still expensive, \$25-\$30 per hour's tape. It too, will come down in price and on its price and availability will depend how big the popular market for A-V. becomes and how rapidly it develops. These are important factors to the electronics, music and entertainment industries.

One of the solutions seen to the problem of getting these A-V cassettes to the public at a reasonable price is rental. But, as with any merchandising these days, labour costs are a factor to be reckoned "with" and with the compact nature of this particular material vending seems to be a natural and logical means of getting it into the hand of the public. Venders are ideally suited to selling cassettes of such a size and they are also being seriously explored as "renters". In this latter role, customers would put in a dual sum; the rental fee and a deposit to cover the cost of the item if it were not returned. Upon insertion of the cassette into the vender upon return, the customer's deposit would be refunded. Naturally, safeguards have to be built in to ensure empty or useless cassettes were not being returned, so a validation device (perhaps on enlarged coin mechanism lines) would have to be fitted. Credit cards as a means of payment are also known to be under consideration. In any event, Vending machines would seem to have a big and profitable future in supplying home entertainment A-V material.



We were enforced by our customers to ask Midway Mfg. Co., Chicago, to manufacture more "Flash" baseballs for us to satisfy their big demand for this extremely exciting baseball game.

And here we are! We have them in stock, hurry -- get your order in now!!



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"Juke-Box Sottovoce" -- Play the Juke Box Softly

"Automat" the official trade magazine of the Italian Music, Games and Amusement industry (our Italian Counterpart) in its July issue makes a big point about one aspect of Juke Box Operation which is to say the least, contentious. It is rarely if at all that most trade magazines, ever offer criticism of any of the products advertised in their cover or pages. But, the beautifully produced Italian Magazine has; it has, on its cover and on a full page in colour and in partial page illustrations come out against one of the means by which a playing Juke Box can generally be most easily identified—the great din it makes, "Eliminate Excessive Volume" says the print and illustrations of blaring instruments and Juke Box with running away human figures covering their ears with their hands. Italy is a more than ordinarily noisy country as anyone who has spent any amount of time there knows. The exhaust notes of vehicles are classic examples of the permitted decibel count in Italy. So, Juke Boxes there really must be played "with all the stops out" if native Italians with a high level of noise immunity think so.

During last year's visit to England it was noticed that Juke Boxes in busy or quiet pubs were played quietly for the benefit of those who wanted to hear the music they offered and in order not to disturb

those who wanted to talk or drink quietly. This seems to be a growing trend of thought and policy too, if Operators follow the advice of Automat.—

"Juke-Box Sottovoce" sia Il Vostro Slogan— Take that for your slogan.

Play the Juke Box softly (in a whisper).

It wouldn't be a bad idea in a great many locations in Canada and the U.S. either.

Record Prices Rising Again This Fall

Expect record prices to go up again this fall — increases have already been announced by some U.S. labels and now British firms selling their product in Canada are to put up their prices or will in all likelihood have done so by the time this gets to press. These latter price increases are in the order of 15% on singles. German recording companies whose labels are sold here have also announced prices which will bring the cost of their singles to the public up to \$1.25.

● ELVIS PRESLEY ● 3 DOG NIGHT ● CHARLEY PRIDE ● THE GUESS WHO ● NILSSON ●

"AMAZING GRACE"

by The Royal Scot Guards

**THERE'S MORE WHERE THAT "MONEY-MAKER" CAME FROM
AND WE'VE GOT IT !**

WANT MORE ?

SIMPLY FILL IN THE FORM BELOW AND WE'LL SEND YOU OUR COMPLETE LIST OF BEST SELLING
SINGLES. COUNTRY, POP, BIG BANDS, GOLDEN OLDIES AND UP-TO-THE-MINUTE RELEASES.

RCA

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449-9500

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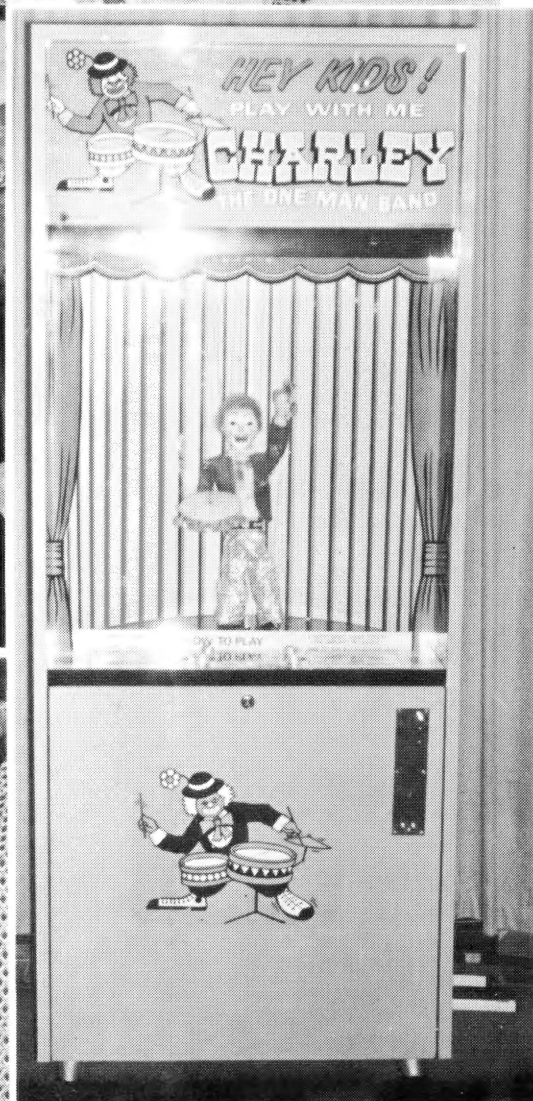
JIM REEVES
CHET ATKINS
GLENN MILLER

AL CHERNEY
STEPHEN WOLF
EDDY ARNOLD

● HANK SNOW ● WAYNE NEWTON ● PORTER WAGONER ● JERRY REED ●



At The Music Operator's Show



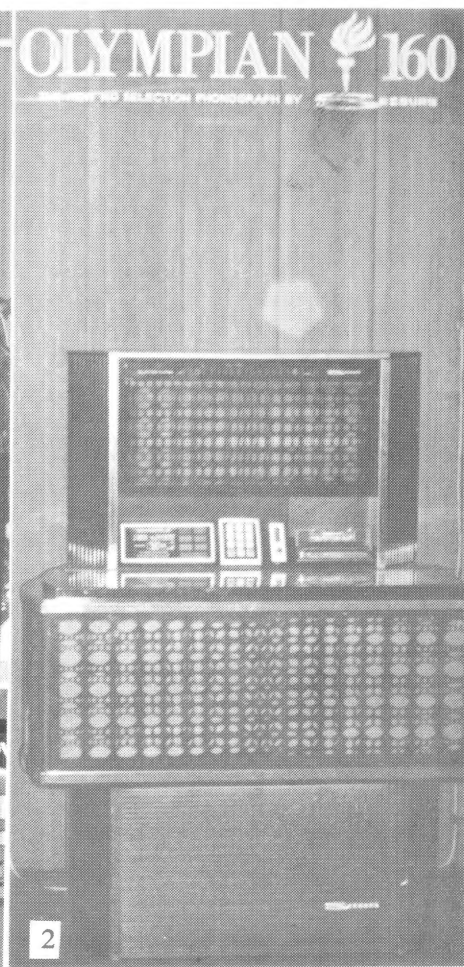
- (1) Y. Beliveau, Nelson Nickle of Rocanco, J. Hutchison, owner of House of Coin, Saskatoon; Mickey Adams, A & A Distributors of Regina; Ted Savage of Monarch Coin, Winnipeg and Bill Caulfield, Rocanco, Montreal.
- (2) Larry Burke, Midway Mfg. Mr. Burke personally does sound effects for the recording of sound background for Midway's various machines.
- (3) Pierre Laniel and Jean Coutu of Laniel Amusements, Montreal, with Mrs. O. Currie of Currie Amusements, Campbellford, Ontario.
- (4) Mel Kalb and Mr. Nutting of Nutting Associates, represented by Dale Johnson, Vancouver, B.C.



At The Music Operator's Show



- (1) A. D. Palmer with the new Wurlitzer coin operated tape player. This small tape machine gives 15 hours of continuous music and is only 2' wide x 31" high.
- (2) Mickey Adams of A & A Distributors, Regina, confirming new purchase of machines from Bill Caulfield of Rocanco.
- (3) Robert Braun, President of Allied Leisure with H. D. Rogers of London Coin Machines, London, England, and Gene Lipkin of Allied Leisure.



- (1) Rock-Ola's new machines.
- (2) The new Seeburg Olympian 160 Phono.
- (3) Noel Ladoucer and Gaetan Laniel of Laniel Canada, Montreal.
- (4) Bob Nixon of Brunswick Mfg. with the new "Air Hockey" priced at \$1195.00 U.S. price, and is looking for Canadian distributors.
- (5) A. Peer Von Oertzen, Manager Foreign Dept. for N.S.M. Phonographs, Germany, with the new N.S.M. machine, distributed in Canada by Reg Gilchrist of Universal Shuffleboards, Toronto.

Carr-Small Distributing Incorporated -- A New Equipment Firm With A Great Deal Of Industry Experience Put at the Disposal Of Operators



Two highly respected and experienced coin-machine men have joined their talents to serve the Industry in which they have worked for a great many years. Dan Carr and Gary Small on June the first formed Carr-Small Distributors Incorporated at 2563-65 Drew Road, just to the North of Malton Airport and to the West of the village. As its name implies the purpose of this new business enterprise is to sell all manner of coin-operated equipment. Messrs Carr and Small believe that they are able to offer to Operators a unique service which is unequalled in Canada. Their business philosophy revolves entirely around Operators and fulfilling their needs. They do not look upon the industry as being static but expansive and they believe that they can play a role within the industry which is different in many ways from that assumed by existing firms. They visualize working closer with Operators than is general; they intend to spread the gospel of profit margins and want to see Operators progress towards greater efficiency and profits. Mr. Carr who lived and worked in the U.S. for some years has personally kept in touch with all branches of the coin machine industry there; in addition he has quite recently toured a large part of the European industry. First hand observation has convinced him that the opportunities for coin machine Operators in Canada are truly enormous and that they will continue to grow with time. As one example he cites the growth and upgrading of Amusement Arcades in both the U.S. and Europe; this too will happen in Canada he believes and indeed there is a certain amount of evidence that it already has, albeit on a limited scale.

10D

The premises in which Carr-Small Distributors Incorporated have set up in business are brand new. They are in an area already containing three other industry firms and they are near Malton Airport's "Hotel Row." In an area of 5,000 square feet is located a large (1,200 sq. feet) equipment showroom, reception area and offices, shipping and receiving, workshop and spare parts areas.

The Carr part of Carr-Small is Dan Carr and the Small part is Gary Small. Mr. Carr has been associated with Vending since 1955 as an Operator and a Distributor of Vending machines. He has Operated both Vending and Music Games; he has done this on his own and as an executive of a large Toronto firm. Dan has been extremely active within the whole industry. He has been a staunch supporter of the Canadian Automatic Merchandisers Association, has organized many of its most successful functions in a most efficient manner and is currently one of the Association's Directors. The Small part of the company is Garry Small, also extremely well known in the Industry with which he has been associated for the past fifteen years. Mr. Small worked for Gilchrist Vending for ten years working up to the position of Sales Manager. When it was bought out by the Vendo Company he became General Manager of its Central Zone Region. More recently he has operated Music, Games and Amusements in a joint venture with Ed Barrette and more latterly worked with Chris Sheils' Equipment Distributing firm. Therefore both men pool a vast amount of practical experience into the management and workings of their new company and, this is now put at the disposal of Canadian Operators.



RPM
The
Programmers
WEEKLY



THE TOP 100 SINGLES & LPs

September 30, 1972
Volume 18 No. 7

RECORDS & MUSIC

50¢



Kanata launches Materick promotion

SMALL TO CAPITOL AS NATIONAL PROMO

John Small has been appointed to the post of National Promotion Manager for Capitol Records. The above announcement was made by Dave Evans, Director of Sales and Promotion for Capitol. Small replaces Bill Bannon who assumes the newly created position of Artist Development and Marketing Coordinator.

With this appointment, Capitol leads the way in attempting to arrange a closer rapport between programmers and record people. Small, until recently, served as operations manager and program director of WKNR AM/FM in Detroit and as a radio/music veteran of fourteen years, fathered the birth of Detroit "underground" radio during his tenure as manager of WABX. Moving to WKNR he brought a progressive music format to its FM outlet while retaining a good portion of the Top 40 market with its AM outlet. Small has always been a keen observer of the record scene and was one of a trio that brought about the "Paul McCartney Death" investigation of 1970.

Living in the shadow of the giant CKLW for so many years, Small became intensely interested in the Canadian recording scene. His new post will allow him the advantage of being able to speak to programmers — having a knowledge of their problems. He noted: "Now, more than ever, music buyers and programmers are looking to Canada for new, fresh, innovative product. Nothing will satisfy me more than to forward this vital movement both nationally and internationally."

MAX FERGUSON RETURNS TO CBC RADIO NETWORK

Following a long absence, caused by the CBC technicians' strike and summer vacations, Max Ferguson rides the airwaves again. The "Max Ferguson Show" re-appeared last week, with side-kick Allan McFee in tow. Once again Ferguson is delighting his audience with characterizations of figures in the news. Between the satire, Ferguson plays his own choice of records and engages in banter with McFee.

RAY GRIFF RETURNS TO DOT IN THE U.S.

Ex-Calgarian Ray Griff has rejoined his old label, Dot. His Blue Echo product is distributed in Canada by GRT who recently released "The Entertainer" (9230 1014). Griff was signed to Dot in 1968 and 1969 where he established himself as a country act to watch. He moved over to Royal American Records and hit with "Patches" and "The Morning After Baby Let Me Down".

Griff has however, had much more success as a songwriter, penning compositions for Faron Young, Eddy Arnold, Jim Reeves, Jerry Lee Lewis, Wayne Newton and George Hamilton IV. The latter made a Canadian hit out of his "Canadian Pacific".

Contract negotiations were signed by Carla Scarborough of Blue Echo Music and Frank Ratner, a Nashville attorney.

DON AND JIM HAGGART HAPPENING FOR ARPEGGIO

It hasn't been too many months since Gary Buck and John Arpin bowed their Arpeggio label which showcases country and MOR Canadian talent. However, the artists signed to Arpeggio are making much of the promotional action on their own. The brother act of Don and Jim Haggart have made impressive gains up the country charts across Canada with their initial release, "I'm Coming Home". The song was written by Jim for his wife, Mary. The flip, "Nashville Girl" has found favour with several stations including CFGM.



Born in New Glasgow, Nova Scotia, the Haggarts have been making it together, professionally, for the past year. Jim, however, has been working the band circuit for several years. He started out as lead guitar with the Blue Cats that made a bit of noise in the Maritimes in the 1960s and finally decided to devote all his time to writing in 1969. At about the same time, younger brother Don was gigging with The Buffalo, a New Glasgow group. The two brothers finally got together and made a bid for the disc race earlier this year. The first time they performed together, aside from practices, was their recording session at RCA's Toronto studios. This session, with Gary Buck producing, resulted in the release of their "Coming Home" deck.

One of the big breaks for the Haggarts was the interest in their writing by George Hamilton IV. Hamilton, who is very popular in the Maritimes, picked up a couple of Don Haggart's compositions which are to be included on his next album release.

RPM

**RPM'S DEADLINE
for ad reservations
TUESDAY NOON**

RALSTONS CELEBRATE 5th YEAR OF BOOT JAMBOREE

Irene and Dave Ralston, two of the original boosters of Canadian country talent, have just completed five years of hosting the now successful Boot Jamboree. This Sunday evening country concert is held at the Locarno Ballroom in the east end of Toronto and has been the launching pad for many of Canada's young country talent. Several of these people who have been given a hand by the Ralstons return on a regular basis for appearances at the Jamboree.

The Ralstons celebrated their fifth birthday by kicking off their new season - Sept. 24th. In for the opener were: Carroll Baker, Roy McCaull, Gary Hooper and Mike Graham. Upcoming dates will see Marathon Records, through Doug Taylor, present the family of Marathon artists (Oct 8) with Ed LaBuck presenting a Country Gold Night Dec. 3rd.

MURRAY HUNT AGENCY BACKING SCOTT/DOUCETTE

Murray Hunt, who heads up his own booking agency based in St. Catharines, has had much success in the pushing of two local artists. Chris Scott and Gerry Doucette. Scott, now showing with his Boot single, "Now That I'm Back", is a native of Niagara Falls and has been experiencing heavy booking throughout the Niagara Peninsula.

Doucette, a native of the Maritimes is now residing in St. Catharines. His initial album release "Never Ending Song of Love" on the Marathon label has been an excellent promotion vehicle for bookings. Doucette penned two of the compositions: "My Prince Edward Isle" and "Fifi De La Gaspesie" with the remainder being songs popularized by Stompin' Tom Connors and other Canadian artists.

DOMINION OFF WITH HOOPER SINGLE

Al Hooper is off and running with another Dominion single, "Toronto With Milk and Honey", a self penning. Publishing is through Two Brothers Music - BMI. The flip, "To Save Humanity", also written by Hooper is published by Waterless Melon Music-BMI.

Hooper is scheduled for Cy True's "Country-time" (CBC) show Oct. 1st, at which time he will perform his "Toronto" number. Hooper books himself through his own Toronto based agency.

BARRY GREENFIELD OFF WITH SINGLE FOR AXE

Axe Records' Greg Hambleton has acquired North American rights to Barry Greenfield's "Sweet America", according to Skip Fox of Media Man. Greenfield recently hit with his "New York Is Closed Tonight", on the Laurie label.

The Axe release comes about through an agreement between Harvey Lisberg, of Kennedy Street Enterprises and was produced by Graham Gouldman, producer of the Yardbirds' "For Your Love". The single is Cancon.

MOM & DADS LOOK IN ON CJGX

The Mom and Dads are back home in Spokane, Washington taking a short, but well deserved holiday. Just before heading home after their very successful tour of Western Canada, the Mom and Dads stopped for one show with the GX Funtimers of CJGX Radio, Yorkton, Saskatchewan. The show was a great success, with many people driving over a hundred miles to dance to the music of the Mom and Dads.



On the afternoon of the show, the Mom and Dads stopped for a visit and interview on the Ron Waddell Show at CJGX. Mom, Doris Crow, revealed that the Mom and Dads had played at the same place in Spokane for seven years before ever thinking of touring. Quentin Ratliff, the sax playing Dad who wrote "The Ranger's Waltz", admitted that he had no idea the tune would be anywhere as popular as it became. Drummer Harold

Hendren can't get over the friendliness and hospitality of the Canadian people, and accordion player, Les Welch, is amazed and thrilled at the acceptance Canada has shown them. One of their proudest accomplishments says the group, was the RPM Gold Leaf Award they received for "Ranger's Waltz".

SEE YOU AT C5

COLIN BUTLER BIG HIT ON WHEELING WWVA SHOW

Colin Butler, the eleven year old country singer from Ottawa, took Wheeling WWVA and its millions of listeners on a Canadian trip for his Sept. 8th appearance. So successful was his appearance that Glen Reeves, general manager of the show, signed the young Butler for two more appearances — Oct. 7 and Nov. 4th.

Butler returned to Canada to headline the Binbrook Agricultural Fair (15); the Community Club Charity Show in Toronto (16); the Leaside Lions Club Crippled Children's Benefit Show (17); and three dates in Mary's Town in Newfoundland (21 through 23). After his Oct. 7 date in Wheeling he will appear on CFTO's Crippled Children's Telethon with Paul Anka and Lorne Greene (Oct. 8).

Doug Taylor, A&R and promotion for Marathon Records, reports good sales for Butler's recent album release. A single release is expected shortly.

BARBERSHOP HARMONY AT MASSEY HALL

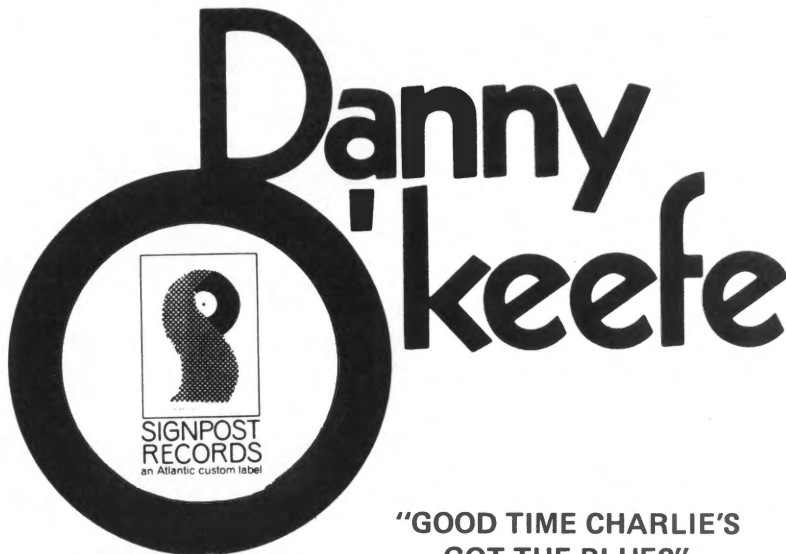
The Toronto chapter of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America presented "Onta-Fame '72" September 17 at Massey Hall. The Society was founded to further the cause of barber shop style singing throughout North America. The Society boasts six hundred choruses for a total of forty eight thousand members. The SPEBSQS is a non-profit, educational and charitable foundation.

Part of the proceeds from the Massey Hall show will go to finance treatment for children with speech and hearing defects.

HEAVY ITINERARY FOR ARPEGGIO'S ROSTAD

Wayne Rostad, currently happening with his RCA-distributed Arpeggio single, "November Rain", is inked into a heavy personal appearance schedule. RCA's Scott Richards, touting Rostad single, lists the following dates. Sept. 4th through 9th, Seaway Hotel, Windsor; September 14-16, Burlington Homes Show; September 18 - October 7, Whitehouse Motor Hotel, Renfrew; and October 23 - November 4, Edison Hotel, Toronto.

The "November Rain" single is picking up healthy plays from both country and MOR stations and is represented on both the RPM Country 65 and the MOR Playlist. Rostad is also showing well as a composer with recordings of his tunes by Honey West, the Rhythm Pals and Gary Buck.

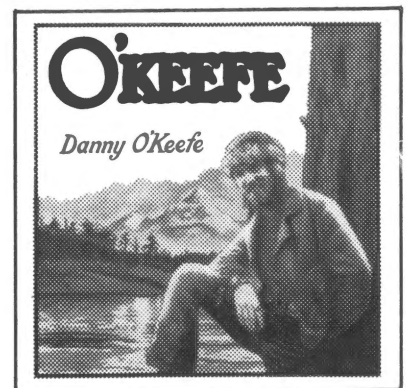


"GOOD TIME CHARLIE'S GOT THE BLUES"

One hit single from "O'KEEFE"
an album of twelve. NOW
available from SIGNPOST RECORDS

Manufactured & distributed by

wea MUSIC OF CANADA, LTD.



DANNY O'KEEFE
O'KEEFE
Signpost SD 8404

Hitting 10% of the market

Sitting in on C4, it was obvious there are many young people who have entered the music business and who were taking a great interest in the discussions.

Later, in the halls at the reception and in the hospitality rooms, I had occasion to meet and talk to many of the registrants first



COMMENT
walt grealis

hand, and was pleased at their attitude toward this kind of a meet.

Although they didn't take part in the discussions, they were encouraged by the frankness and face to face confrontations allowed in their industry.

The music business isn't just another job. It's not a matter of getting up in the morning and taking on a job that is a mechanical procedure. There is much more to sales,

"... the prophets of doom, the messengers of mediocrity, will be overwhelmed by the new generation of competent, creative, confident artists and by all those of preceding generations who have already demonstrated their freshness of mind, their talent and their capacity for inspired leadership."

— Pierre Juneau

RPM

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The following codes are used throughout RPM's charts as a key to record distributors:

A&M	W	MUSIMART	R
AMPEX	V	PHONODISC	L
ARC	D	PINDOFF	S
CMS	E	POLYDOR	G
CAPITOL	G	QUALITY	M
CARAVAN	H	RCA	N
COLUMBIA	T	TRANS WORLD	V
GRT	K	UA RECORDS	U
LONDON	J	WEA	P
MCA	C	WORLD	Z
MARATHON			

MAPL logos are used throughout RPM to define Canadian content on discs:



- M - Music composed by a Canadian
- A - Artist featured is a Canadian
- P - Production wholly recorded in Canada
- L - Lyrics written by a Canadian

SUBSCRIPTIONS - Canada & USA

- ☐ One Year \$20
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- ☐ Three Years \$40
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promotion, programming and record product than most people can learn in a lifetime. There are no schools for the record man. There is no text or handbook on the business.

So, although our Communication meetings are meant to be a vent for the industry, they are also very informative to all concerned. Many of the topics discussed were new to me. I think that even the heads of some of the record companies could sit in on one of these meets and walk away with a greater insight of the business than would ever reach them in their ivory tower.

Around RPM, many of the topics discussed at C4 have become the topics discussed at lunch and at coffee breaks.

As for the social aspect of our meetings, what a unique opportunity to mingle, and discuss the industry with some of the people in the other areas of the business and other parts of the country.

So we have whetted the appetite of the industry and we will advance into a new format with the future meets. C5 will introduce a new aspect of the two day meet when it is held in Vancouver.

CAPITOL/RUBBER DUCKIE/ABRAMSON SIGN DEAL

Capitol Records Canada have signed a contract with Rubber Duckie Productions for the services of Ronney Abramson. Through the negotiation, Capitol will release an album by Miss Abramson, with full promotion support.

Miss Abramson, who resides in Montreal, was discovered by local producer and owner of his own studio, Andre Perry. He taped a session by Miss Abramson featuring all her own compositions, which he took to Capitol. It was Capitol's A&R Director Paul White who made the final agreement that brought Miss Abramson into the Capitol fold and the release of her debut album. It's expected that Miss Abramson and her new group will tour the folk circuit across Canada to tie-in with the release of her album.



**WE
MOVED!**

To assure that we get your press releases and industry information as quickly as possible, would you change your records and use our new address:

RPM Weekly,
6 Brentcliffe Road,
Toronto 17, Ontario
Telephone - (416) 425-0257

The fact that 160 people registered for the Montreal meeting indicates that the industry is ready and anxious to discuss some of the problems facing the record industry.

The early enthusiasm being shown toward our Western Canadian meet indicates that we can expect another sellout.

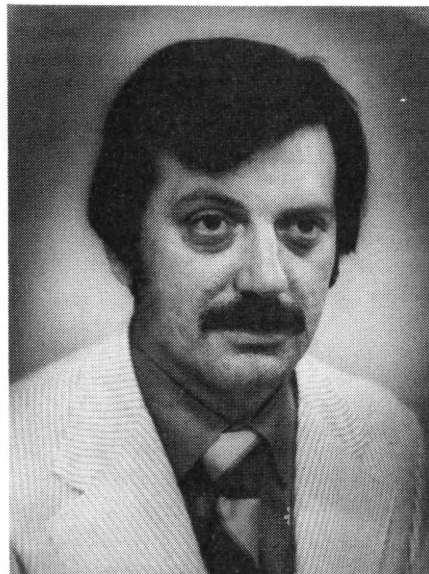
The fact that there are those in the industry anxious to create dialogue is an indication that the industry couldn't be healthier in mind and spirit.

If we have 10% of the population of the U.S. we should be aiming toward 10% of the record sales, and this is the kind of situation that can increase the potential of the business. This is, of course, if we are interested in record sales (and isn't that the name of the game?).

**AD DEADLINE FOR SPECIAL
C5 ISSUE - OCTOBER 6th**

SUMMERS TO A&M NATIONAL SALES

Joe Summers has been appointed as National Sales Manager for A&M Canada. Summers is a fifteen year veteran of the U.S. music scene which includes positions as salesman, Branch Manager, Sales Director of Independent Division for Motown with complete sales responsibility for Rare Earth, V.I.P. and Chisa labels. Prior to his A&M appointment he was National Sales Manager of Motown Records.



The above announcement was made by Jerry Lacoursiere, Managing Director of A&M Records of Canada who stated: "Only with men of his experience and background can A&M continue the tremendous growth we have experienced in Canada since our inception in February 1969."

Lure back the buyers

Rodney Booth at Kerygma Records inspired this week's harangue by sending me a letter he had received from two young girls in Lytton, B.C. They had written to Kerygma requesting pictures, lyrics and so on of an artist they had heard. According to Marianna and Heather, "Dad taped it from a friend..." It's a funny letter, in its own way, but it's

RPM

BY JOHN WATTS

enough to break the heart of the most hardened record man. Perhaps we've overlooked the impact such home recording is having on the sales of legitimate tapes and albums.

The CRMA, and its counterparts in other countries are reasonably active in pursuing pirates, counterfeiters and who have you, but almost as one they neglect the ten-year old girls and fifty year old men in Yourtown, Canada (Oh! That took a will of iron!) fiddling with their twenty nine dollar cassette recorders and one dollar, forty eight hour tapes. I would be willing to bet that such informal piracy is really a greater drain on record industry revenues than any amount of commercial illegal duplication currently occurring. Being on the mailing lists of numerous corporations involved in record manufacturing. I have a reasonably interesting library of albums littering my house. If I had a dollar for every time someone asked to borrow a couple of albums to tape them, I'd buy Columbia and WEA and call the shots myself.

As I sit hunched over this smoking typewriter it occurs to me that the eight track player in my truck (It's good to have something going on the side!) has not been exclusively penetrated by wholesome company-duplicated tapes, that in fact some bastard cartridges, which started life as blank tape have entered the lily white recesses. Holy copyright infringement!!

I can think of numerous justifications for my disgraceful behaviour in this matter, only one of which I will present. It's infinitely more convenient for me to hear music while travelling here and there than

at any other time. If companies who want their product heard won't supply it in tape form, for understandable financial reasons, then I, as the great white listener will take it upon myself to convert what is supplied into the acceptable medium. Hopefully, that explanation will convince Bert Betts to call off the hounds of justice which I can hear baying in the distance.

But such fiddling is insignificant, the real problem lies in the very large number of people who borrow an album from a friend to record or record directly from the FM airwaves to avoid shelling out five bucks for an LP or seven bucks for a tape. And, to tell you the truth, I find it difficult to condemn

them for that. After all, if I was out there paying for records and tape with hard earned money I'm not entirely sure that I'd buy all that many, and perhaps I too would be tempted to nip out and buy a cassette recorder and a gross of tapes, who knows?

Maybe recorded product is over-priced, in which case the industry must take part of the blame for its own undoing. Perhaps it's the fault of the hardware manufacturers, many of whom unscrupulously invite their customers to tape from the airwaves and so on. I'm not entirely sure that we can pin the blame down all that easily, but I am sure that while the situation exists, the industry will be losing ever increasing amounts of revenue to the home duplicator and that if ways and means can be found to lure Marianna and Heather back into the fold the industry will be the better for it.

SAM THE RECORD MAN

(LONDON)

Wishes to Announce
THE BIRTH OF ITS
BIGGEST HIT (TO DATE)

ON TUESDAY, AUGUST 22, 1972

AT 11:37 A.M.

THE 500TH COPY

of

THUNDERMUG STRIKES

WAS SOLD BY

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THIS PLATEAU SUPERCEEDS ANY PREVIOUS SALE OF ONE DISC
IN SUCH A SHORT PERIOD OF TIME

CONGRATULATIONS TO THUNDERMUG
for the HIT and Greg Hambleton's AXE LABEL for the record.

SPECIAL THANKS TO SKIP FOX OF MEDIA MAN AND VINCE
LASCH OF LONDON RECORDS FOR ALL THE PROMOTIONAL
CONSIDERATION AND AID.

BEST OF LUCK



CAB EXCHANGE PRESENTS "TAKING SIDES" SERIES

The CAB Program Exchange Service is making available, to member stations, a series of "Taking Sides" programs, featuring Reverend Al Forrest and Doug Hall. The two recently returned from a trip to Europe, Ireland and the Middle East. While on location in the various countries, they taped a series of interviews with political figures, foreign correspondents and people on the street. There are eleven segments available, each of about one half hour's duration. Included are interviews with such people as the Syrian Deputy Foreign Minister, a Palestinian refugee, a Catholic priest and so on. Each tape is available for a three dollar service charge.

FERGUS



THE WORLD TURNS ALL AROUND HER



Capitol

72674

I Cannot Answer

f/s

Manufactured and distributed by Capitol Records of Canada, Limited

Produced By
GREG HAMBLETON



LETTERS
to the editor

THE CBC WAS THERE!!!

Just a note to let you know that Ken Dalziel (our Department Supervisor) Jack Budgell and myself as representatives of CBC, found Communications Four most interesting. Even though the record manufacturers and independent station's conflicts in the industry are really an entirely different ball game than CBC's, I could appreciate some problems I never knew existed. One point mentioned by a Montreal programmer was the seemingly negative attitude of RPM magazine. Your response was that there had not been adequate communication and, therefore, a true picture would be hard to paint under such circumstances.

This hit home a very strong problem faced by the CBC, in particular, my Department. There have been in the past, negative remarks made by you concerning CBC and I considered most of them valid until the last few months. Much of the fault again lies with the same situation that we have not made you aware of what we are doing for Canadian talent. On a larger scale, our Promotion Department has not made it clear of the musicians and potential talent in contemporary music that CBC has something to offer and is interested in developing contemporary artists.

CBC is becoming more and more aware of rock music and has much to offer. We have just finished a summer series at Ontario Place that featured artists such as Christopher Kearney, The Poppy Family, and The Stampeders. I am always open to demo tapes as possible transcription records and have held auditions for same.

Our transcription service gives the artist recording experience in an 8-track studio, financial assistance, and a good quality production to hopefully further his or her recording future with a commercial company. If the talent is not quite up to record material, then we are willing to develop the potential through shows such as "The Entertainers" and "Bring Back The Future" which involve national exposure and 4-track studio experience. The biggest problem is to get Canadian talent to send rough audition tapes or inform my office when and where they can be heard. This, of course, is a promotion problem on our part and will be solved soon.

By way of positive things, enclosed are two transcriptions I have produced since my arrival at CBC. One is three Canadian rock Symphonies with the old Tranquillity Base and The Hamilton Philharmonic Orchestra. The other is Greg Adams who, about two months after the record was pressed, signed with A&M Records. I feel with Mr. Adams, CBC has made a successful contribution, something I hope we can do more and more of in the future. I appreciate your concern with Canadian talent and the music industry and will be in touch from time

to let you know what is going on, as far as CBC's participation is concerned.

Ian Thomas
Producer
Radio Variety
CBC, Toronto

WILL THE REAL CRUD STAND UP AND BE IDENTIFIED?

Being a jock of long standing (17) years I try to keep up with the times by reading all trade publications. I enjoy yours with one exception. It is very annoying to read about Mark Loonman of CDUM or Harry Foonman of CRUD and never able to find out where the hell those stations are. You once printed a page, a year or so ago listing all AM stations which you should update and add FM but when going over your Tribal Drum et al it is still irritating not being able to locate in ones mind.

Just to give you a real example from your CW issue of 26 August....CKWS radio celebrating its 30th birthday etc.... Why can't it be CKWS Kingston Ontario, or just Ontario, celebrating etc?

Just a thought from an American reader.

Tom Adams
WIDD Radio
Miami, Fla.

CAB EXCHANGE OFFERS IVAN REBROFF TAPE

"An Hour With Ivan Rebroff" is now available from the Program Exchange Service of the Canadian Association of Broadcasters. The sixty-minute extravaganza is the result of an interview with the Russian singer by Bob Brown of CHFM FM, Calgary. Topics covered include Rebroff's career and music. The talk is broken by Rebroff selections, from his Columbia albums, including "Evening Bells", "Kalinka" and "The Nightingale".

POLYDOR BOWS NEW FORMAT HYPE SHEET

Polydor Records, Montreal, has come forth with a new format for its "Motley Record Beefeater Theatre". The weekly hype sheet is now in booklet form and features in depth news, clippings and reviews on Polydor and Polydor distributed acts. The piece is put together by the firm's national promotion department, headquartered in Montreal. The last page of the Theatre features a listing of Polydor's latest releases.

DALLAS HARMS TO REP CANADA IN NASHVILLE

Dallas Harms, currently hitting with "In The Loving Arms" (Columbia C4-3042), has been asked to represent Canada at the Country Music Convention in Nashville. Dates for this year's Convention have been set for Oct. 18 through the 20th.

Harms is currently touring Ontario but leaves shortly for a business/holiday trip to Los Angeles. The lull in booking was partly due to the marriage of two of his group, Donna Ramsay to Lee Roy Anderson (Sept 21).

COVER STORY

RAY MATERICK —
THE QUIET ONE

Believe it or not - there are many shy young poets who are searching for the brass ring of the record business. The screamers, and put-ons who make up the major part of the commercial rock business will eventually fade away and leave the way open for those with the real message of what it's all about. One such shy poet is Ray Materick, a "steeltowner" (Hamilton) native who has received his lumps and could be now ready to make it into, at least, the bush league of the recording industry. He knows what it's like out on the streets:

"I spent my morning soft in quiet ponder
Shadowed by confusions of the mind
Searching for a reason why tomorrow might
leave me here
Grasping at the empty sleeve of time and
change and fear
And I thought it should have rained, but it
stayed clear
I don't know exactly where to start
Words are building barricades around my
heart
And my monument misfortune is a drag for
all mankind
Though relatively speaking I am sure it must
apply
Though I'm not so sure if I could tell you
why."

The above is from Materick's "Sidestreets" and is one of the reasons that he has been so well accepted by the college crowd. He's a natural but gutsy folkster with an exceptional feeling for the acoustic guitar and a vocal command that almost dares you to listen. One cut of Materick isn't enough, nor is a casual one play of his album. The second listening reveals what one listener tagged "an exceptional blend of abrasive human sounds

with a smooth and exquisite instrumentation making each unacceptable without the other."

An interview with Materick revealed a ready talker and one who had retained all his experiences, both good and bad in his climb from "a poet of sorts" to "a folk singer of sorts".

Ray, do your songs tell about you, personally?

Most of them do. "Sidestreets" points up some of the problems I've had. Certain lines refer to these problems. People tend to take writers too seriously - like songwriters, and they try to figure out what he meant.

Do you remember writing your first song?

Yes, it happened at the bottom of a bottle of wine. I was about sixteen. I titled it "If There Ever Was A Time", a real tear jerker.

Did you ever have thoughts of recording it?

Not really. I think I've progressed a great deal since then. Even since my signing with Kanata and the release of my album and single, I believe I've improved. I've just written a new song that I think shows this improvement. The line is "Release has never been so well defined" - in the sense that now I know what I'm doing and I've improved in that sense. I find myself in a funny position now, where I'm writing for people.

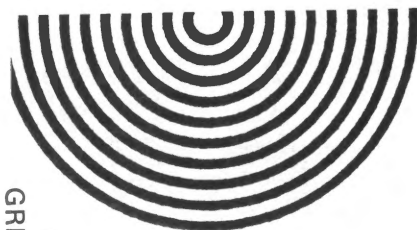
Did you ever get off on a strange direction in writing?

I wrote "Cherry Lee Rose" which was about a hooker. This was after I was at one record company and they told me that I wrote really good lyrics but could I get something with a little bouncier tune and a catchy refrain. I did it and it turned out to be about prostitution, for some strange reason.

What's influenced you most in your song-writing?

Well, I guess it was my father. He was a

MATERICK continued on page 9



Produced By
GREG HAMBLETON

f/s I Cannot Answer 72674



Capitol

THE WORLD TURNS ALL AROUND HER

FEELGUTS

RPM

SALUTE TO WESTERN CANADA

A Special Edition — October 21st
Deadline for ads — October 6th
Available in Vancouver on October 14th
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AD DEADLINE — OCTOBER 6TH

Have a gander at a swan song

We are gathered here today for a swan song, an epitaph of sorts. E.K.Roy is to go from whence he came, never to return. In many ways his mission has been accomplished.

Don Quixote galloped into the blades of the windmill, someone said. Not quite rightly

RPM

BURN THIS!
e. k. roy richard

Widows had to cry,
While mercenaries in cloisters sing,
And the King must die.

Some men are better staying sailors,
Take my word and go,
But tell the ostler that his name was,
The very first they chose.

And if my hands are stained forever,
And the altar should refuse me,
Would you let me in, would you let me in,
Should I cry sanctuary?

Caesar's had your troubles,
Widows had to cry,
While mercenaries in cloisters sing,
And the King must die.

No man's a jester playing Shakespeare,
Round your throne room floor,
While the juggler's act is danced upon,
The crown that you once wore.

The King is dead
The King is dead
The King is dead
Long live the King."

(Lyrics of The King Must Die by Elton John and Bernie Taupin reprinted by kind permission of Dick James Music Ltd. Copyright 1969/a very misdirected year.)

so. The Don has simply turned his horse around to tread upon distant horizons. He has heard the calling and now the curtain's drawn. End of act one. From here on, it's ad-lib!

To his eternal memory, we dedicate but one final song. And we thank you for your patronage. May good fortune smile sweetly on you and your children. The northern winds bring the taste of winter and the snows will soon come to cover the land and it won't be lonely anymore.

"No man's a jester playing Shakespeare,
Round your throne room floor,
While the juggler's act is danced upon,
The crown that you once wore.

And sooner or later,
Everybody's Kingdom must end,
And I'm so afraid your courtiers,
Cannot be called best friends.

Caesar's had your troubles,

GSF INTO CANADA THROUGH GRT

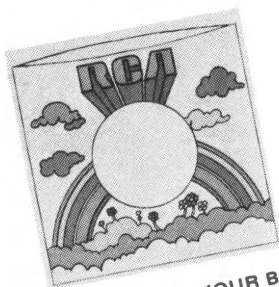
The New York based GSF Records have now been mailed nationally in Canada by GRT. Negotiations for the distribution deal were made by GRT's Canadian president Ross Reynolds and Larry Newton, former president of ABC Records who heads up GSF.

Initial releases include: Garnet Mimms' "Stop & Check Yourself", which should bring listeners back to Mimms & The Enchanters' big hit of "Cry Baby"; Eddie Holman's "My Mind Keeps Telling Me", a reminder of Holman's past hit status with "Hey There Lonely Girl"; and "One Of These Days" by Bruce MacPherson, who brings GSF into the country rock field. Also on tap are product by Lloyd Price and Vancouver's Hans Staymer.

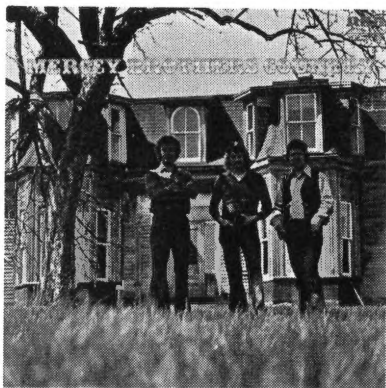
We'd mention all the stations that are currently playing the latest single by THECYCLE, but we might leave someone out, so we'll just remind you that "All I Really Need Is You" is getting air and numbers. Put it on a turntable and test it. We are POSITIVE that it will end up on the air.

-TAMARAC

MERCEY BROTHERS COUNTRY IS HIT COUNTRY!



KENTUCKY TURN YOUR BACK f/s
NEVER ENDING SONG OF LOVE
57-1068



THE DAY OF LOVE f/s
CHRISTMAS EVE BLUES
57-1069

KENTUCKY TURN YOUR BACK, HELP ME MAKE IT
THROUGH THE NIGHT, TAKE ME HOME COUNTRY
ROADS, MY HANG UP IS YOU, THE MORNING
AFTER BABY LET ME DOWN, NEVER ENDING
SONG OF LOVE, IT'S SO EASY TO PLEASE ME,
THE TOWN, WILLOW HANG YOUR BRANCHES
OVER ME, JUSTIFY IT IN YOUR MIND.

LSP-4799

No. 1 in everyway

RCA RECORDS AND TAPES

MATERICK continued from page 7

minister but he didn't see the light until I was about sixteen. I found it very embarrassing because he hadn't been a minister all my life. He was a bandleader before turning to the ministry. On top of that I was a fat kid, so I took a lot of kidding, which had a great deal of influence on my early youth. Strange though, I allude to religion an awful lot in my songs.

Have you always done the solo bit?

No, I used to play in a lot of bands, but I just couldn't get off on bands, so I guess I prefer being a solo, but I guess I'll get into the band thing again if my record happens.

When did you think about going professional?

I must have been about 23 when I felt I could put my poetry to music. I even went back to University and majored in Philosophy. Lost a lot of my fat, grew my hair longer and got really heavy into the wine thing. But, it was good for me. I wrote a lot of songs and after knocking on several record company doors and getting the usual "don't call us", I stumbled over Kanata and the three guys who put it all together for me.

How about the studio thing? Did it reveal anything?

I was a little apprehensive at first but then I was surprised at my confidence. I guess it was the great professional lineup behind me. We had some of Canada's top musicians in for my Thunder session. You know, it's funny. I've gone through all sorts of trips. I've been through the purist trip where I didn't care if anybody liked my stuff. I was writing and performing for myself. I've been through the trip where I wanted people to like what I was doing and I've been through the trip where I didn't care and now I'm at a point of compromise, where I care about what I'm doing but, I also care if people like it.

Materick's compromise is obviously working. His Kanata album, "Sidestreets" has picked up considerable airplay from college radio stations and several Adult Contemporary stations are experimenting with both sides of the single as well as cuts from the album. Materick is, in many ways, a quiet superstar who will probably bounce out of left field and be up in lights before even he knows that he's made it.

IF YOU MISSED C4 DON'T MISS C5!

BARNETT TO WEA FOR ALBERTA PROMO

Steve Barnett, formerly with London working the Vancouver market, has joined WEA of Canada. He will take on duties as promo representative for the Alberta market.

Barnett will be responsible for promotion of all Warner/Elektra/Atlantic and related product for the province of Alberta. He will be based at 4640 Manhattan Rd. S.E. Calgary 6, 403-243-7164.

The above announcement was made by Tom Williams, National Promotion Manager for WEA of Canada.



Columbia Records

1121 Leslie St.

Toronto

To Whom It May Concern:-

Can't believe the job you are doing on "Sweet America" by the Cascades.

Look at the stations you've already got in Canada — CKLW, CKLG, CHED, CKOS, CJRC, CKFH, CKOC, CKLW, CKXL, CKLG, CKVN, CHED, CKWX, CKRD.

And Hitbound with 25 legitimate listings in the U.S.A.

I can't believe this is already happening with a record on our label Can-Base Records.

Infinite Love

Jack Herschorn

President

Can-Base Records

P.S. The record was recorded in Vancouver at Can-Base Studios.

"SWEET AMERICA" BY THE CASCADES — CAN-BASE CB4-504
Manufactured and distributed by Columbia Records of Canada Ltd.

The Programmers MAPL DETAILS

- 1 ONE MORE CHANCE
Ocean-Yorkville YVS45062-D
(Cooke/Greenaway) Cookaway Music-BMI
Bay Studios (Bill Gilliland/Greg Brown)
- 2 CONCRETE SEA
Terry Jacks-London L818-K
(Terry Jacks) Gone Fishin' Music-BMI
Aragon (Terry Jacks)
- 3 ROCK & ROLL SONG
Valdy-Haida HS101-W
(Valdy) Klavik Music-BMI
(Claire Lawrence)
- 4 SUN GOES BY
Dr. Music-GRT 1233 13-T
(Steve Kennedy) Overlea Music-BMI
Toronto Sound (Terry Brown)
- 5 DREAM NO. 2
Tobias-Verve Forecast VF800X-M
(Ken Tobias) Gloosecap Music-BMI
MGM Hollywood (Michael Lloyd)
- 6 MONEY BACK GUARANTEE
Five Man Electrical Band
Polydor 2065 142-Q
(Emmerson)
- 7 AFRICA
Thundermug-Axe 4-K
(Bill Durst/Joe De Angelis) Belsize-BMI
Toronto Sound (Greg Hambleton)
- 8 DON'T SEND SOMEONE
Pinky-United Artists 50944-U
(A.A.Melzer/P.Dauvin) Hit-Bound-BMI
Toronto Sound (Andrew A.Melzer)
- 9 MY MY MY
Karo-Capitol 72672-F
(Karo) April Music-CAPAC
Studio 6 (Gilles L'ecuyer)
- 10 TIME
Marty Butler-Columbia C4-3054-H
(Sherman/Wayne/Hamilton)
Editions Tournesal/Hal Ben-BMI
Andre Perry/Manta Sound
(Ben Kaye/J.Zito)
- 11 DROP YOUR GUNS
April Wine-Aquarius 5024-K
(D. Henman)
(Ralph Murphy)
- 12 WHAT WOULD I DO
Skylark-Capitol 3378-F
(E. Shelby/P.Mitchell) Muscle Shoals-BMI
(Eirik The Norwegian)
- 13 REFLECTIONS OF MY CHILDHOOD
Frank Mills-Polydor 2065 136-Q
(Frank Mills) North Country-BMI
Andre Perry (Frank Mills)
- 14 GOODBYE FAREWELL
Abraham's Children-G.A.S. 1004
(Jim Bertucci) Black & White-BMI
RCA Toronto (Gary Salter/Paul Gross)
- 15 LISTEN TO THESE WORDS
Roger Rodier-Columbia C4-3058-H
(Roger Rodier)
- 16 WILD EYES
Stampede-MWC 1009X-M
(Rich Dodson) Corral Music-BMI
Toronto Sound (Mel Shaw)
- 17 SUNNY DAYS
Lighthouse-GRT 1230-39-T
(Skip Prokop) CAM-USA/Mediatrix-BMI
Thunder (Jimmy Jenner)
- 18 NEW YORK IS CLOSED TONIGHT
Barry Greenfield-Laurie L3598X-M
(Barry Greenfield) Thursday Music-BMI
Studio 3 (Ken Lundgren/Jake Doell)
- 19 SWEET AMERICA
Cascades-Can Base CB4505-H
(Barry Greenfield) Kennedy St. Music-PRS
Can Base (Steve Douglas)
- 20 RUNNING BACK TO SASKATOON
Guess Who-Nimbus 9 74-0803-N
(Cumming-Winter) Cirrus/Sunspot-BMI
RCA Los Angeles (Jack Richardson)

DON'T MISS



COMMUNICATION FIVE

COMMUNICATION FIVE
SATURDAY - OCTOBER 14TH, 1972
DISCOVERY ROOM - BAYSHORE INN - VANCOUVER
FULL DAY SESSION
Registration fee - \$20 per person
REGISTRATION IS LIMITED



SINGLES (alphabetically)

This listing is a cross-reference to
the RPM 100 singles. A fast way
to find single order numbers

Africa (49)
Alone Again (7)
America (90)
American City Suite (94)
Baby Don't Get Hooked (4)
Backstabbers (41)
Beautiful Sunday (5)
Ben (61)
Black and White (1)
Brand New Sunny Say (56)
Brandy (29)
Burning Love (21)
Carry Me Carrie (95)
City of New Orleans (16)
Coconut (31)
Colorado (97)
Concrete Sea (19)
Daddy Don't You Walk So Fast (68)
Day By Day (85)
Diddlely Daddy (98)
Ding A Ling (40)
Don't Do It (57)
Don't Ever Be Lonely (62)
Don't Hide Your Love (50)
Don't Send Someone (52)
Dream No. 2 (39)
Drop Your Guns (70)
Easy Livin' (25)
Everybody Plays the Fool (37)
For Emily (67)
From The Beginning (35)
Garden Party (34)
Geronimo's Cadillac (33)
Go All The Way (13)
Good Time Charlie (72)
Goodbye Farewell (74)
Goodbye to Love (22)
Guitar Man (6)
Hold Your Head Up (24)
Honky Cat (11)
How Do You Do (92)
I Am Woman (79)
I Believe In Music (26)
I Can See Clearly Now (69)
I Will Never Pass This Way (82)
I'd Love You To Want (89)
If I Could Reach You (51)
If You Leave Me (38)
I'm Still In Love (66)
(It's The Way) Nature Planned It (76)
Jackie Wilson Said (78)
Join Together (27)
Knights In White Satin (18)
Lady Eleanor (77)
Let It Rain (91)
Listen to the Music (60)
Listen To These Words (92)
Long Cool Woman (8)
Midnight Rider (88)
Money Back Guarantee (43)
Motorcycle Mama (53)
My My My (58)
New York Is Closed Tonight (93)
One More Chance (17)
Piece of Paper (44)
Play Me (10)
Popcorn (23)
Reflections of My Childhood (72)
Rock and Roll Part II (3)
Rock and Roll Song (28)
Rock Me Baby (59)
Rock Me on the Water (46)
Run To Me (9)
Running Back To Saskatoon (100)
Saturday in the Park (2)
School's Out (48)
Sealed With A Kiss (55)
Small Beginnings (45)
Smoke Gets In Your Eyes (32)
Spaceman (75)
Speak To The Sky (15)
Summer Breeze (96)
Summer Sun (54)
Sun Goes By (30)
Sunny Days (86)
Sunshine In The Morning (84)
Sweet America (99)
Thunder and Lightning (64)
Tight Rope (36)
Time (63)
Use Me (81)
What Would I Do (71)
When You Say Love (65)
Why (20)
Wild Eyes (83)
Witchy Woman (47)
You Don't Mess Around With Jim (12)
You Wear It Well (14)
You're All I Need (87)
You're Still A Young Man (42)

This week
1 week ago
2 weeks ago

RPM100 SINGLES

October 1, 1972

Gold Leaf Award For
Outstanding Record Sales

A&M
AMPEX
ARC
CMS
CAPITOL
CARAVAN
COLUMBIA
GRT
LONDON
MCA
MARATHON

W
V
D
E
F
G
H
I
J
K

MUSIMART
PHONODISC
PINOFF
POLYDOR
QUALITY
RCA
TRANS WORLD
UA RECORDS
WEA
WORLD

R
S
T
U
V
W
X
Y
Z

1	3 3	BLACK AND WHITE Three Dog Night-Dunhill-N	34	36 44	GARDEN PARTY Rick Nelson-Decca 32980-J	67	73 76	FOR EMILY Simon & Garfunkel-Columbia 45663-H
2	2 2	SATURDAY IN THE PARK Chicago-Columbia 45657-H	35	40 47	FROM THE BEGINNING EL&P-Cotillion 44158-P	68	49 45	DADDY DON'T YOU WALK SO FAST Wayne Newton-RCA 78 0102-N
3	4 7	ROCK AND ROLL PART II Gary Glitter-Bell 45237X-m	36	42 63	TIGHT ROPE Leon Russell-Shelter 7825-F	69	75 97	I CAN SEE CLEARLY NOW Johnny Nash-Epic 10902-H
4	6 8	BABY DON'T GET HOOKED Mac Davis-Columbia 45618-H	37	62 81	EVERYBODY PLAYS THE FOOL Main Ingredient-RCA 0731-N	70	77	DROP YOUR GUNS April Wine-Aquarius-K
5	9 11	BEAUTIFUL SUNDAY Daniel Boone-Capitol 72671-F	38	41 54	IF YOU LEAVE ME Jerry Wallace-Decca 32989-J	71	97	WHAT WOULD I DO Skylark-Capitol 3378-F
6	7 9	GUITAR MAN Bread-Elektra 45803-P	39	43 59	DREAM No. 2 Ken Tobias-MGM Verve MV10681X-M	72	78 84	GOOD TIME CHARLIE Danny O'Keefe-Signpost 70006-P
7	5 6	ALONE AGAIN Gilbert O'Sullivan-Mam 3619-K	40	60 71	DING A LING Chuck Berry-Chess 2131-T	73	57 34	REFLECTIONS OF MY CHILDHOOD Frank Mills-Polydor 2065 136-Q
8	1 1	LONG COOL WOMAN Hollies-Epic 10871-H	41	52 58	BACKSTABBERS O'Jays-Epic 3517-H	74	94	GOODBYE FAREWELL Abraham's Children-GAS 1004-
9	10 12	RUN TO ME Bee Gees-Atco 6896-P	42	33 30	YOU'RE STILL A YOUNG MAN Tower of Power-Warner Bros 7612-P	75	100	SPACEMAN Nilsson-RCA 0788-N
10	11 13	PLAY ME Neil Diamond-Uni 55346-J	43	53 68	MONEY BACK GUARANTEE Five Man Elec. Band-Polydor 2065 142-Q	76	79 87	(IT'S THE WAY) NATURE PLANNED IT Four Tops-Tamla Motown 1210-V
11	12 15	HONKY CAT Elton John-Uni 55343-J	44	61 67	PIECE OF PAPER Gladstone-ABC 11327-N	77	80 92	LADY ELEANOR Lindisfarne-Elektra 45799-P
12	8 4	YOU DON'T MESS AROUND WITH JIM Jim Croce-ABC 11328-N	45	55 46	SMALL BEGINNINGS Flash-Capitol 3345-F	78	65 69	JACKIE WILSON SAID Van Morrison-Warner Bros 7616-P
13	13 17	GO ALL THE WAY Raspberries-Capitol 3348-F	46	35 39	ROCK ME ON THE WATER Jackson Browne-Asylum 110006-P	79	82 93	I AM WOMAN Helen Reddy-Capitol 1335-F
14	14 22	YOU WEAR IT WELL Rod Stewart-Mercury 73330-K	47	66 91	WITCHY WOMAN Eagles-Asylum 11008-P	80	99	LISTEN TO THESE WORDS Roger Rodier-Columbia C43058-H
15	15 23	SPEAK TO THE SKY Rick Springfield-Capitol 3340-F	48	46 37	SCHOOL'S OUT Alice Cooper-Warner Bros WB7596-P	81	83 98	USE ME Bill Withers-Sussex 241X-M
16	18 21	CITY OF NEW ORLEANS Arlo Guthrie-Reprise 1103-P	49	38 42	AFRICA Thundermug-Axe 4-K	82	84 95	I WILL NEVER PASS THIS WAY Glen Campbell-Capitol 6566-F
17		ONE MORE CHANCE	50	59 79	DON'T HIDE YOUR LOVE	83	74 65	WILD EYES

This week
1 week ago
2 weeks ago

RPM100

ALBUMS

October 1, 1972

Gold Leaf Award For
Outstanding Record Sales

A&M	W	MCA	J
Allied	C	Musimat	R
Arc	V	Phonodisc	L
Capitol	D	Polydor	O
CMS	E	Quality	M
Capitol	F	RCA	N
Carevan	G	Trans World	Y
Columbia	H	WB Atlantic	P
GRT	T	World	Z
London	K		

1	1 1	CHICAGO V Columbia KC31102-H N/A N/A	34	32 31	PROCOL HARUM LIVE A&M-SP4335-W CS4335-W 8T4335-W	67	48 26	LAST DAYS OF THE FILLMORE Various-Warner Bros 3XS 2637-P CXSJ2637-P 8XSJ2637-P
2	2 2	NEVER A DULL MOMENT Rod Stewart-Mercury SRM 1646-K N/A N/A	35	61 74	PARTRIDGE'S GREATEST HITS Bell 1107-M N/A N/A	68	71 73	SEALED WITH A KISS Bobby Vinton-Epic KE31642-H N/A N/A
3	3 3	HONKY CHATEAU Elton John-Uni 93135-J 2-93135-J 8-93135-J	36	30 33	FULL CIRCLE Doors-Elektra EKS75038-P CEK75038-P 8EK75038-P	69	74 94	THE TWO OF US Sonny & Cher-Atco 2SA804-P N/A N/A
4	5 5	MOODS Neil Diamond-Uni 93136-J 2-93136-J 8-93136-J	37	31 45	OSMONDS LIVE Osmonds-Polydor 2675 040-Q 3575 010-Q 3870 010-Q	70	54 35	HOW DO YOU DO? Mouth & McNeal-Philips 700000-K N/A N/A
5	6 6	CARNEY Leon Russell-Shelter SW8911-F N/A N/A	38	37 38	HOBO'S LULLABY Arlo Guthrie-Reprise MS2060-P CRX2060-P 8RM2060-P	71	77	AMERICAN GOTHIC David Ackles-Elektra EKS75032-P CEK75032-P 8EK75032-P
6	7 7	TRILOGY E, L & P-Cotillion SD9903-P AC9903-P A8TC9903-P	39	53 61	RASPBERRIES Capitol SK11036-F N/A 8XT11036-F	72	75 88	JERMAINE Jermaine Jackson-Tamla Motown M752-V N/A N/A
7	4 4	SIMON & GARFUNKEL'S GREATEST Columbia KC31350-H N/A N/A	40	38 40	HARVEST Neil Young-Reprise MS2032-P CRX2032-P 8RM2032-P	73	79 68	PORTRAIT OF DONNY Donny Osmond-Polydor 2912 008-Q N/A N/A
8	9 9	HIMSELF Gilbert O'Sullivan-MAM4-K N/A N/A	41	40 43	FAREWELL TO THE GREYS Royal Dragoons-RCA PCS1305-N N/A N/A	74	78 60	AMERICA Warner Bros BS2576-P CWX2576-P 8WM2576-P
9	10 10	SEVEN SEPERATE FOOLS Three Dog Night-Dunhill DSD50118-N N/A N/A	42	42 46	ANNIE Anne Murray-Capitol ST6376-F 4XT6376 8XT6376	75	65 64	PET SOUNDS/SO TOUGH Beach Boys-Reprise 2MS2083-P CRJ2083-P 8RJ2083-P
10	11 11	BIG BAMBU Cheech & Chong-Ode SP77014-W N/A N/A	43	34 30	FOOT IN COLDWATER Foot In Coldwater-Daffodil SBA16012- 14B 16012-f 8B 16012-F	76		5th DIMENSION'S GREATEST HITS Bell 1106-m N/A N/A
11	13 14	SCHOOL'S OUT Alice Cooper-Warner Bros BS2623-P CWX2623-P 8WM2623-P	44	41 44	SUNWHEEL DANCE Bruce Cockburn-True North TNX7-H N/A TNA7-H	77	69 66	LOOKIN' THROUGH THE WINDOWS Jackson 5-Tamla Motown M750-V N/A N/A
12	15 15	A SONG FOR YOU Carpenters-A&M SP3511-W CS3511-W 8T3511-W	45	43 59	FLASH Capitol SMAS11040-F N/A 8XT11040-F	78	66 65	COME FROM THE SHADOWS Joan Baez-A&M SP4339-W CS4339-W 8T4339-W
13	8 8	LIGHTHOUSE LIVE Lighthouse-GRT 9230 1018-T N/A N/A	46	50 57	MOTORCYCLE MAMA Sailcat-JElektra EKS75029-P CEK75029-P 8EK75029-P	79		ODYSSEY Rod McKuen-Warner Bros BS2638-P N/A N/A
14	20 24	ALL TOGETHER NOW Argent Epic KE 31556 H N/A N/A	47	44 20	GODSPELL Original Cast-Bell 1102-M 14-1102-M 8-1102-M	80	80 67	HEAVY DUTY Crowbar-Daffodil SBA16013-F 4B 16013-F 8B 16013-F
15	21 27	THE SLIDER T. Rex-Reprise MS2095-P CRX2095-P 8RM2095-P	48	52 56	IN TIME Engelbert Humperdinck-Parrot XPAS71056-K N/A N/A	81	55 48	BLOODROCK LIVE Capitol SVBB11038-F N/A N/A
16	14 16	SAINT DOMENIC'S PREVIEW Van Morrison-Warner Bros BS2633-P CWX2633-P 8WM2633-P	49	45 51	LONDON CHUCK BERRY SESSIONS Chess CH60020-T N/A N/A	82	82 95	GERONIMO'S CADILLAC Michael Murphey-A&MSP4358-W N/A N/A
17	38 22	EXILE ON MAIN STREET	50	39 39	FOXY LADY	83	...	CARRYIN' ON

18	12 22	TOO YOUNG Donny Osmond-Polydor 4584-Q N/A N/A
19	16 18	SON OF SCHMILSSON Harry Nilsson-RCA LSP4717-N N/A N/A
20	22 25	LONG JOHN SILVER Jefferson Airplane-Grunt FTR1007-N N/A N/A
21	17 21	DISTANT LIGHT Hollies-Epic KE30758-H N/A N/A
22	24 13	ELVIS AT MADISON SQUARE GARDEN RCA LSP4776-N N/A N/A
23	25 29	DEMONS & WIZARDS Uriah Heep-Mercury SRM1630-K N/A N/A
24	19 17	CARLOS SANTANA & BUDDY MILES Columbia-KC31308-H N/A N/A
25	12 18	LIVE AT THE PARAMOUNT Guess Who-Nimbus Nine LSPX4779-N N/A N/A
26	27 37	HISTORY OF ERIC CLAPTON Polydor 2668 006-Q 3519 003-Q 3871 004-Q
27	28 19	THICK AS A BRICK Jethro Tull-Reprise MS2072-P CRX2072-P 8RM2072-P
28	29 54	LAYLA Derek & Dominoes-Polydor 2625 005-Q N/A 3870 002-Q
29	35 50	YOU DON'T MESS WITH JIM Jim Croce-ABC 756-N N/A N/A
30	26 32	DON QUIXOTE Gordon Lightfoot-Reprise MS2056-P CRX2056-P 8RM2056-P
31	36 42	HOT ROCKS Rolling Stones-London 2PS606/7-K N/A N/A
32	56 87	ROCK OF AGES Band-Capitol SABB1045-F 4XT11045-F 8XT11045-F
33	33 12	DADDY DON'T YOU WALK Wayne Newton-RCA LSP1001-N N/A N/A

51	57 52	AMAZING GRACE Aretha Franklin-Atlantic 2SD906-P N/A A8TJ906-P
52	59 55	JOPLIN IN CONCERT Janis Joplin-Columbia C2X31160-H CA31160-H CT31160-H
53	58 62	SKYLARK Capitol-ST11048-F N/A N/A
54	60 53	SOMETIME IN NEW YORK CITY John & Yoko-Apple SUBB3392-F N/A N/A
55	46 58	ROBERT JOHN GALLO Strawberry-Jam 15001-F N/A N/A
56	62 36	LOOKING GLASS Epic KE31320-H N/A N/A
57	47 41	EAGLES Asylum SD5054-P CAS5054-P 8AS5054-P
58	64 98	KILLER Alice Cooper-Warner Bros BS2567-P CWX2567-P 8WM2567-P
59	51 47	GREAT MOVIE THEMES Waldo de los Rios-Daffodil SBA16010-F 4B 16010-f 8B 16010-f
60	67 85	MADE IN ENGLAND Atomic Rooster-Elektra 75039-P CEK75039-P 8EK75039-P
61	72 79	ON RECORD April Wine-Aquarius AQR503-K N/A N/A
62	76 80	BEGINNINGS Rick Springfield-Capitol 11047-F N/A N/A
63	70 76	CORNELIUS BROS & ROSE United Artists UAS5568-U N/A N/A
64	68 84	COUNTRY MAN Valdy-Haida HL5101-W N/A N/A
65	49 34	OBSCURED BY CLOUDS Pink Floyd-Harvest ST11078-F N/A N/A
66	63 49	CLOSE UP Tom Jones-Parrot SPAS71055-K N/A N/A

83	73 63	Stampeders - MWC MWCS4-702-M MWCS8-702-M
84	81 70	COLOURS OF THE DAY Judy Collins-Elektra EKS75030-P CEK75030-P 8EK75030-P
85	97 81	TAPESTRY Carole King - Ode SP77009-W CS77009-W 8T77009-W
86	86 100	SIDESTREETS Ray Materick-Kanata KAN10-K N/A N/A
87	87	NICE TO BE WITH YOU Gallery-Susses SXB7017-M N/A N/A
88	84 71	ANNE MURRAY/GLEN CAMPBELL Capitol - SW869-F 4XT 869-F 8XT 869-F
89	92	DIMENSION "M" Franck Dervieux-Columbia FS90072-H N/A N/A
90	98 96	AMERICAN PIE Don McLean-United Artists UAS5535-F KO299-F A8299-F
91	83 69	THUNDERMUG STRIKES Axe AXS502-K SAX502-K 8AX502-K
92	85 72	SAMMY DAVIS JR. NOW MGM SE4832-M N/A SE8-4832-M
93	88 89	SMOKIN' Humble Pie-A&M SP4342-W CS4342-W 8T4342-W
94	99	TOULOUSE STREET Doobies Bros-Warner Bros BS2634-P CWX2634-P 8WM2634-P
95	100	BUMP 'N' GRIND REVUE Mainline-GRT 9230 1015-T N/A N/A
96	89 90	THE GODFATHER Original Soundtrack-Paramount PAS1003-M PAS4-1003-M PAS8-1003-M
97	96	'OT 'N' SWEATY Cactus-Atco SD7011-P N/A A8TC 7011-P
98		BABY DON'T GET HOOKED Mac Davis-Columbia KC31770-H N/A N/A
99		HOLD ON TO ME Bonnie Koloc-Ovation OVQD1426-K N/A N/A
100	93 77	BUMP CITY Tower of Power-Warner Bros BS2616 P N/A 8WM2616-P

CANADA'S ONLY NATIONAL 100 ALBUM SURVEY

Compiled from record company, radio station, and record store reports.

Note: Cassette numbers appear on left - 8-track on right of each listing.

RPM 30/9/72 --- 13

17	20 29	ONE MORE CHANCE Ocean-Yorkville YVS45062-D	50	59 79	DON'T HIDE YOUR LOVE Cher-Kapp 2184-J	83	74 85	WED EYES Stampeders-MWC 1009X-M
18	30 52	KNIGHTS IN WHITE SATIN Moody Blues-Deram 85023-K	51	56 60	IF I COULD REACH YOU 5th Dimension-Bell 45261X-M	84	85 88	SUNSHINE IN THE MORNING Bollard-Boot BT044-K
19	16 16	CONCRETE SEA Terry Jacks-London L181-K	52	58 61	DON'T SEND SOMEONE Pinky-U.A. 50944-U	85	72 62	DAY BY DAY Godspell-Bell 45210X-M
20	25 27	WHY Donny Osmond-Polydor 14424-Q	53	37 25	MOTORCYCLE MAMA Sailcat-Elektra 45782-P	86		SUNNY DAYS Lighthouse-GRT-T
21	24 26	BURNING LOVE Elvis Presley-RCA 0769-N	54	45 36	SUMMER SUN Jamestown Massacre-Warner Bros 7603-P	87	92 99	YOU'RE ALL I NEED Barron Knights-Penny Farthing 786-F
22	21 14	GOODBYE TO LOVE Carpenters-A&M 1367-W	55	39 28	SEALED WITH A KISS Bobby Vinton-Epic 10861-H	88		MIDNIGHT RIDER Joe Cocker-A&M 1370-W
23	26 33	POPCORN Hot Butter-Muscor 1458X-M	56	67 72	BRAND NEW SUNNY DAY James Robert Amrose-Hopi 1002-K	89		I'D LOVE YOU TO WANT ME Lobo-Big Tree 147-V
24	17 5	HOLD YOUR HEAD UP Argent-Epic 10852-H	57	90	DON'T DO IT The Band-Capitol 3433-F	90	51 43	AMERICA Yes-Atlantic 2899-P
25	27 32	EASY LIVIN' Uriah Heep-Mercury 73307-K	58	54 64	MY MY MY Karo-Capitol 72672-F	91		LET IT RAIN Eric Clapton-Polydor 15049-Q
26	28 31	I BELIEVE IN MUSIC Gallery-Sussex 239X-M	59	70 74	ROCK ME BABY David Cassidy-Bell 45260X-M	92	64 48	HOW DO YOU DO Mouth & McNeal-Philips 40715-K
27	22 18	JOIN TOGETHER The Who-Decca 32983-J	60	71 96	LISTEN TO THE MUSIC Doobie Bros-Warner Bros 7619-P	93	87 56	NEW YORK IS CLOSED TONIGHT Greenfield-Laurie L3598X-M
28	32 55	ROCK AND ROLL SONG Valdy-Haida HS101-W	61	63 70	BEN Michael Jackson-Tamla Motown 1207-V	94		AMERICAN CITY SUITE Cashman & West-Dunhill 4342-N
29	19 10	BRANDY Looking Glass-Epic 10874-H	62	69 100	DON'T EVER BE LONELY Cornelius Bros-U.A. 50954-U	95		CARRY ME CARRIE Dr. Hook-Columbia 45667-H
30	29 24	SUN GOES BY Doctor Music-GRT 1233 12-T	63	50 47	TIME Marty Butler-Columbia C43054-H	96		SUMMER BREEZE Seals & Crofts-Warner Bros 7606-P
31	23 20	COCONUT Nilsson-RCA 74-0718-N	64	68 73	THUNDER AND LIGHTNING Chi Coltrane-Columbia 45640-H	97		COLORADO Danny Hollen-Tumbleweed 1004-M
32	31 19	SMOKE GETS IN YOUR EYES Blue Haze-A&M AMX328-W	65	48 38	WHEN YOU SAY LOVE Sonny & Cher-Kapp 2176-J	98		CORA MAE Ronnie Hawkins-Monument ZS7-1-H
33	34 35	GERONIMO'S CADILLAC Michael Murphy-A&M 1368-W	66	44 40	I'M STILL IN LOVE Al Greene-Hi 2216-K	99		SWEET AMERICA Cascades-Can Base CB4504
						100		RUNNING BACK TO SASKATOON Guess Who-Nimbus 9 74 0803-N

CANADA'S ONLY NATIONAL 100 SINGLE SURVEY

Compiled from record company, radio station and record store reports.

New format for Vancouver C5 meet

Canadian music is moving west and Communication Five will take place in Vancouver on October the 14th. After four successful meets, it's time to take a look at our western provinces and in particular, the Vancouver music scene. The west coast sound is exploding and unfortunately the market of British Columbia may still be a stranger to some of the music industry people in Canada.

This meet will introduce a new format to our Communication series. A morning devoted to authorities on the varied aspects of broadcasting, regulations, record administration, and international experts knowledgeable in their fields. The afternoon will be spent in open forum with the experts. We will limit our panel to assure that the most vital questions can be answered by the top authorities in each field.



COMMUNICATION FIVE

Workshop sessions will be set up for programming music, record promotion, retailing and racking, A&R and record production. Our

Communication series is coming of age, and the first four meets have given us a good indication of what the trade would prefer in future meetings. The theme of C5 will be "professionalism". A full weekend will be dedicated to assure that the radio and record industry meet and learn from experts in their fields.

We will also take this opportunity to introduce western Canada to the industry, with an RPM Special Western Canadian Edition.

C4 was completely sold out with standing room only. It is important that you register immediately for C5 to assure a good seat at the sessions. Registration is limited. Be sure to send your cheque with your registration form.

COMMUNICATION FIVE

SATURDAY — OCTOBER 14TH, 1972
DISCOVERY ROOM — BAYSHORE INN — VANCOUVER
FULL DAY SESSION

Registration fee — \$20 per person
REGISTRATION IS LIMITED

REGISTER NOW!

Open To
Anyone
In The
Industry

Name
Firm
Address
City
Telephone

First
Come
First
Served

(You must enclose \$20 cheque with your registration)
Send to: RPM Weekly, 6 Brentcliffe Road, Toronto 17, Ontario

COFFEE	9.30 AM
SESSION	10.00 AM
COCKTAILS	8.30 PM

SUNDAY — SPECIAL
RADIO & RECORD
WORKSHOPS & DISCUSSIONS

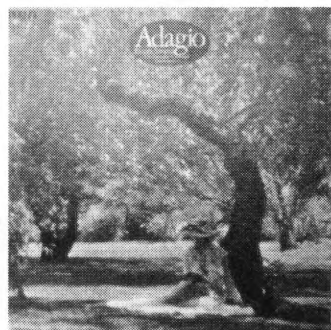
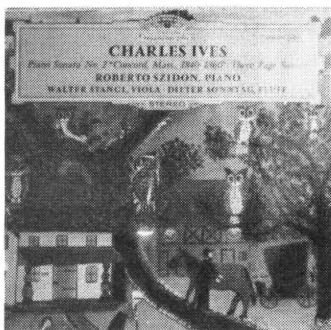
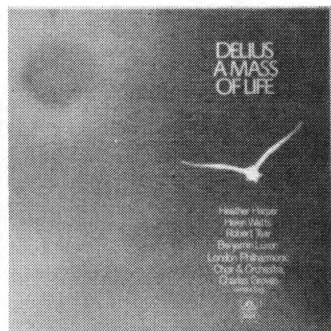
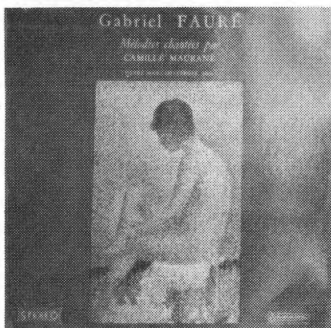
ADAGIO

The Baroque Chamber Orchestra
conducted by Ettore Stratta
RCA LSC 3328

A very special and useful record beautifully performed by Ettore Stratta which should help greatly to promote the growing popularity of Baroque music. The opening Adagio in G minor by Albinoni was featured in the popular film "Interlude". Other works include the Siciliana from the Oboe Concerto which Arthur Benjamin arranged from the music of Cimarosa, and

CLASSICAL RECOMMENDATIONS

the popular Canon in D by Pachelbel. The Adagio from Vivaldi's Guitar Concerto in D receives a sensitive performance by John Varner. An altogether tasteful production which should achieve great popularity.



DELIUS A Mass of Life

London Philharmonic Choir and Orchestra conducted by Charles Groves

Angel SB 3781

First performed in 1909 by Sir Thomas Beecham, this exuberant work for large chorus, soloists and orchestra draws its best from Nietzsche's "Also Sprach Zarathustra". Many consider it Delius' greatest work. The four soloists are Heather Harper, Helen Watts, Robert Tear and Benjamin Luxon. Recorded under the auspices of the Delius Trust, this fine performance insures the survival of Delius' music which many thought would be forgotten after the death of Sir Thomas Beecham.

GABRIEL FAURE Songs

Camille Maurane - Baritone — Pierre Maillard - Verger - Piano
MUSIDISC RC 693

Intimate and sensitive performances of some of Faure's loveliest songs including the cycle "Poeme d'un Jour". Camille Maurane and his fine partner and thoroughly steeped in Faure's style and perfectly capture the essence of each of these fragile masterpieces.

DEBUSSY String Quartet in G minor Op. 10 RAVEL String Quartet in F major

LaSalle Quartet
DGG 2530 235

It is in a way unfortunate that record companies so frequently couple the music of Debussy and Ravel on one side as it creates the impression to the layman that there is some great similarity in their musical outlook. Musically, their aims were poles apart. However, they each wrote one string quartet and the two works have become unquestionably the greatest chamber works in the French literature. Both works are expertly played and recorded.

CHARLES IVES Piano Sonata No. 2 "Concord" Three Page Sonata — Roberto Szidon - Pianist, Walter Stangl, Viola, Dieter Sonntag - Flute.

DGG 2530 215

Roberto Szidon recently gave us the complete sonatas of Scriabin. He now follows up with a fine performance of Charles Ives' massive "Concord" Sonata. Each movement is a musical reflection of people in Concord around the middle of the last century. The first movement is titled "Emerson" and includes a very brief passage for Viola. The second movement is called "Hawthorne and the third, "The Alcotts". The final movement, "Thoreau has a fleeting passage toward the end for flute. A complex work which will require several hearings.

HANDEL Four Organ Concert

Ralph Downes — Organ — The London Chamber Orchestra
conducted by Anthony Bernard
MUSIDISC RC 736

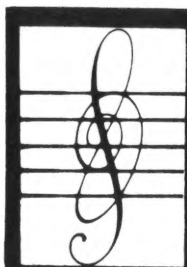
Lively, musical performances of Concerto Nos. 1, 2 and 4 from Opus 4 and the first concerto from Opus 7. The Organ is not identified in the liner notes but it is sweet toned and is perfectly balanced with Anthony Bernard's excellent chamber orchestra. The Harpsichord continuo is played by Hubert Dawkes.

**WESTERN
CANADA**



COMMUNICATION FIVE

SATURDAY — OCTOBER 14TH, 1972
DISCOVERY ROOM — BAYSHORE INN — VANCOUVER
FULL DAY SESSION
Registration fee — \$20 per person
REGISTRATION IS LIMITED



RPM The Programmers

A WEEKLY FEATURE IN RPM
DESIGNED FOR CANADIAN

Programmers

Let's have the facts !

MICHAEL CHRISTIE
Music Director
CKOM, Saskatoon

It seems that perhaps one of the most important links between record companies and radio stations relies on a good rapport between the record promo man and the music director. The reason is simple.



Without the radio station giving the records their support, the record company is almost completely crippled. No exposure of their product -- no sales. It's that simple. Of course, the reverse is just as devastating to a radio station. With no product, the only stations that could survive would probably be those programming twenty-four hours of

religious content.

Since the two industries rely so heavily on one another, it only seems natural that they should try to work with one another as cohesively as possible. What sometimes burns me is the way a few record companies sometimes forget that it is a two-way street. Of course, we need product, but don't they also realize they need exposure of their product?

What I detest is a record rep telling me how I should programme my market, and a super-hype on a record that is happening nowhere, but he needs an opening market. It's quite evident to me that if a Music Director was not doing his job properly for his particular station he wouldn't be employed for too long. Every MD has his own particular reasons for not playlisting a single. What we do need is first of all, and most important, the product itself. Then, not a super-hype, but honest to goodness down to earth facts - sales, reaction to the product in those markets where it is

being played, and exactly where it is getting air time. Facts definitely have a greater effect on a MD than pressure and hype.

On the other hand, a record rep is trying to keep his job also. It's his responsibility to get his product played, and of course, there's always times when he's the one getting screwed. Let's face it -everyone makes mistakes, and MD's are no exception. There always has and always will be times when a station is slow on charting a big song, or worse yet, refuses to playlist a song for some reason. That happens. It has also happened that a MD is really hyped on some product, and the thing stiffens immediately.

Let's face it. It's a two-way street. Without each other we're helpless. As a record promo man, give the product and the facts first; then try a little 'nudging'. As a Music Director, give the product a fair shake, and be honest about it. If you don't like the record and you don't plan to go on it, tell them.

There is no room for communication breakdowns in the business of COMMUNICATION.

LONDON GOLD TO CKLC FOR MOUTH & MACNEIL

Vince Lasch, London's Ontario promotion manager, recently presented London Gold to Gary Parr for CKLC's part in breaking the recent Mouth & MacNeil hit "How Do



You Do". Parr, program director at the Kingston station, was one of the first to spot the hit potential of the British single and was instrumental in influencing other stations in Canada. The result was a coast to coast chart item and a large sized hit in the U.S.

CKLC charted the record last winter and it remained on the charts for ten weeks.

RONNIE HAWKINS ON BANKS CBC TVER

Rompin' Ronnie Hawkins, Canada's rock-a-billy transplant appeared on the Tommy Banks CBC television show from Edmonton. Hawkins hit it big in the early sixties with a series of rock and roll smashes. He is widely credited with providing the training ground for The Band and many other acts.

On the Banks show, Hawkins performs what is now being called Canadian country rock. Appearing with him is Evelyn Quaife, recently returned from a year long tour with the original cast of "Jesus Christ Superstar".

**BULLETS IN BILLBOARD
JUST DON'T LIE...NEVER!
WHAT AN UNBELIEVABLE
JUMP....FROM 117 LAST
WEEK TO ★ THIS!!!
ONE MORE CHANCE**

Ocean

YORKVILLE

\$100.00 PAYOLA

**TO THE FIRST M.D. WHO
WRITES AND CORRECTLY
TELLS ME IN TWO WORDS
THE TRUE MESSAGE OF
BLOO-J LYRICS.**

YORKVILLE

The Programmers **NEW ON CHARTS**

PRINCIPAL MARKETS

CKLG VANCOUVER

(Roy Hennessy)

I Can See Clearly-Johnny Nash
I'd Love To Want Me-Lobo
One More Chance-Ocean
Thunder & Lightning-Chi Coltrane

CKXL CALGARY

(Greg Haraldson)

Down By The River-Albert Hammond
Listen To The Music-Doobie Brothers

RADIO MUTUEL QUEBEC

(Serge Trudeau)

Half A World-M.Sherman
Garden Party-Rick Nelson
Ding-A-Ling-Chuck Berry
Use Me-Bill Withers

CKOC HAMILTON

(Nevin Grant)

Gootime Charlie's-Danny O'Keefe
Rockin' Pneumonia-Johnny Rivers
I'd Love To Want Me-Lobo
Good Times-Roadhouse

CKVN VANCOUVER

(Simon Ginsberg)

Down By The River-Albert Hammond
Use Me-Bill Withers
Sweet America-Cascades
Starting Over-Mel & Tim
Goodtime Charlie's-Danny O'Keefe

CHAM HAMILTON

(Chuck Camroux)

Honky Cat-Elton John
Garden Party-Rick Nelson
Everybody Plays The Fool-Main Ingredient

CKOM SASKATOON

(Mike Christie)

Just Wanna Make Love To You-Foghat
Goodbye Farewell-Abraham's Children
Ben-Michael Jackson
Slaughter-Billy Preston

CHED EDMONTON

(Wayne Bryant)

Sweet America-Cascades
Drop Your Guns-April Wine
Listen To The Music-Doobie Brothers
Popcorn-Hot Butter

CFGO OTTAWA

(Ric Allen)

I Can See Clearly-Johnny Nash
Listen To The Music-Doobie Brothers
Woman Don't Go Astray-King Floyd
Yesterday Music-David Clayton Thomas
Sunny Days-Lighthouse
Saskatoon-Guess Who
Warm Days-Black & Ward

CJME REGINA

(Hart Kirch)

Ben-Michael Jackson

CKLW WINDSOR

(Alden Diehl)

Misty Blue-Joe Simon
Ben-Michael Jackson
I Can See Now-Johnny Nash
Starting Over Again-Mel & Tim
Lonely Boy-Donny Osmond

CFRW WINNIPEG

(Bob Gibbons)

Garden Party-Rick Nelson
Rock Me-David Cassidy
Drop Your Guns-April Wine
Burning Love-Elvis Presley

CHLO ST. THOMAS

(Rick Janssen)

Sunny Days(f/s)-Lighthouse
Everybody Plays The Fool-Main Ingredient

CKFH TORONTO

(Mike Byford)

Goodtime Charlie-Danny O'Keefe
Thunder-Chi Coltrane
I Am Woman-Helen Reddy
Speak To The Sky-Rick Springfield
Listen To The Music-Doobie Brothers

BREAKOUT MARKETS

CHAK INUVIK

Honky Cat-Elton John
Lonely-Cornelius Bros & Sister Rose
Backstabbers-O'Jays
Dance, Dance-New Seekers
Don't Send Someone-Pinky

CHLO ST. THOMAS

(Rick Jensen)

Sunny Days(f/s)-Lighthouse
Everybody Plays The Fool-Main Ingredient

CKCM/CKGA GANDER

(Larry Steacy)

Oney-Johnny Cash
I Will Never-Glen Campbell
Burning Love-Elvis Presley

CKNB CAMPBELLTON

Burning Love-Elvis Presley

Money Back Guarantee-Five Man Elec Band
Why-Donny Osmond
Lonely-Cornelius Bros & Sister Rose

CKBC BATHURST

(Don Connolly)

Garden Party-Rick Nelson
Slaughter-Billy Preston
Witchy Woman-Eagles
Drop Your Guns-April Wine
Ding-A-Ling-Chuck Berry
Burning Love-Elvis Presley

CKCL TRURO

(Rod McGrattan)

Don't Send Someone-Pinky
Nights In White Satin-Moody Blues
All I Ever Need-Thecycle
I Believe In Music-Gallery

CKBB/CKCB BARRIE

(Dave Smith)

Rock Me Baby-David Cassidy
Garden Party-Rick Nelson
One More Chance-Ocean
Lonely-Cornelius Bros & Sister Rose

CKRD RED DEER

(Stu Morton)

Down & Losing-Bob Ruzicka
Sunny Days-Lighthouse
Rock Me-Jackson Browne
Goodtime Charlie's-Danny O'Keefe
Sweet America-Cascades
Garden Party-Rick Nelson

CHNO SUDBURY

(Don Kredl)

Play Me-Neil Diamond
You Wear It Well-Rod Stewart

CHYM KITCHENER

(Chris Ford)

Garden Party-Rick Nelson
Nights In White Satin-Moody Blues
Ben-Michael Jackson
Sunny Days-Lighthouse
Dream No.2-Tobias
Listen To The Music-Doobie Brothers
Good Time Charlie's-Danny O'Keefe
Brand New Sunny Day-J.R.Ambrose
Lonely-Cornelius Bros & Sister Rose

CKLC KINGSTON

(Gary Parr)

Down By The River-Albert Hammond
City Of New Orleans-Arlo Guthrie
Goodbye Farewell-Abraham's Children
Backstabbers-O'Jays
Burning Love-Elvis Presley

CHSJ SAINT JOHN

(Jay Jeffrie)

Make It Together-Steve & Eydie
If You Touch Me-O.C.Smith
Good Time Charlie's-Danny O'Keefe
For Emily-Simon & Garfunkel
Warm Days-Black & Ward
I Belong To You-Cashman & West
Only Love-Jackie deShannon

CJCS STRATFORD

Sea Side Shuffle-Terry Dactyl/Dinosaurs
Life Is Living-Zoo
Long John Silver-Jefferson Airplane
Cora Mae-Ronnie Hawkins
Brotherhood-Timothy
The Hour Is Love-Patches

CHOW WELLAND

(Norman B)

Listen To The Music-Doobie Brothers
Tight Rope-Leon Russell
Garden Party-Rick Nelson
One More Chance-Ocean

CKWS KINGSTON

(Greg Stewart)

City Of New Orleans-Arlo Guthrie
Backstabbers-O'Jays
I Can See Clearly-Johnny Nash

The Programmers **NEW ON PLAYLISTS**

PRINCIPAL MARKETS

CKGM MONTREAL

(John Mackey)

I Can See Clearly-Johnny Nash
I Believe In Music-Gallery
Good Time Charlie's-Danny O'Keefe
Don't Send Someone-Pinky
Freddie's Dead-Curtis Mayfield

CFGO OTTAWA

(Ric Allen)

Tight Rope-Leon Russell
Rock & Roll Song-Valdy
Reach You-Fifth Dimension
Freddie's Dead-Curtis Mayfield

CKOC HAMILTON

(Nevin Grant)

Maple Lady-Flying Circus
Sunny Days-Lighthouse
Dream No.2-Tobias
I Am Woman-Helen Reddy
Can't You Hear The Song-Wayne Newton

CHAM HAMILTON
(Chuck Camroux)
Popcorn-Hot Butter
Play Me-Neil Diamond

CKLG VANCOUVER
(Roy Hennessy)
Ben-Michael Jackson
I Am Woman-Helen Reddy
Lonely-Cornelius Bros & Sister Rose
Rock Me Baby-David Cassidy

CKOM SASKATOON
(Mike Christie)
Lonely-Cornelius Bros & Sister Rose
Carry Me-Dr. Hook/Medicine Show
Witchy Woman-Eagles
For Emily-Simon & Garfunkel

CFCF MONTREAL
(Bob Johnston)
Lonely-Cornelius Bros & Sister Rose
From The Beginning-Emerson/Lake/Palmer
I'll Be Around-Spinners
Rock & Roll Song-Valdy
Goodbye Farewell-Abraham's Children
Flow River Flow-April Wine
There's Still Time-Robert Blyth
Love Song/How Can I Tell You
Ocean Song-Lani Hall(LP)
Songman/Because You're Free
Cashman & West(LP)
Boy From The Country-Michael Murphey(LP)

CHED EDMONTON
(Wayne Bryant)
Summer Breeze-Seals & Crofts
Ben-Michael Jackson
Garden Party-Rick Nelson
Cora Mae-Ronnie Hawkins
Let It Rain-Eric Clapton(LP)
Come & Join Us-Dublin Group

CJME REGINA
(Hart Kirch)
I'd Love You To Want Me-Lobo
Can't You Hear The Song-Wayne Newton

CFRW WINNIPEG
(Bob Gibbons)
Use Me-Bill Withers
Goodtime Charlie's-Danny O'Keefe
Nights In White Satin-Moody Blues

CKLW WINDSOR
(Alden Diehl)
Yesterday Music-David Clayton Thomas
Warm Nights-Black & Ward
Elected-Alice Cooper
Witchy Woman-Eagles
Tight Rope-Leon Russell
Listen To The Music-Doobie Brothers

CKFH TORONTO
(Mike Byford)
Daytime-Keith Hampshire
Sunny Days-Lighthouse

CKXL CALGARY
(Greg Haraldson)
Starting All Over-Mel & Tim
Maple Lady-Flying Circus
Goodbye Farewell-Abraham's Children

BREAKOUT MARKETS

CHLO ST. THOMAS
(Rick Janssen)
I Can See Clearly-Johnny Nash
Goodtime Charlie's-Danny O'Keefe
Elected-Alice Cooper

Burning Love-Elvis Presley
Saskatoon-Guess Who
Communique-Mantis
Love-Joe Probst
Without You-Skylark

CKCL TRURO
(Rod McGrattan)
Beginnings-Flash
Money Back Guarantee-Five Man Elec Band
If I Could Reach You-Fifth Dimension
Lonely-Cornelius Bros & Sister Rose

CHYM KITCHENER
(Chris Ford)
Jackie Wilson Said-Van Morrison

CKNB CAMPBELLTON
Garden Party-Rick Nelson
Rock Me-Jackson Browne
Drop Your Guns-April Wine
Nights In White Satin-Moody Blues
I Believe In Music-Gallery
Rock & Roll Song-Valdy
Thunder & Lightning-Chi Coltrane
Carolyn-Terry McManus
Rock Me Baby-David Cassidy

CJBQ BELLEVILLE
All I Need Is You-Thecycle
Evil Ways-Santana & Miles
Goodbye Farewell-Abraham's Children
Good Times-Roadhouse
Toulouse Street-Doobie Bros

CKDM DAUPHIN
Poor Soul-Heritage
Good Times-Roadhouse
Drop Your Guns-April Wine
Nah-Me-Nah-Diane Kolby
Nothing To It-Sunband
For Emily-Simon & Garfunkel
I've Been Lonely-Frederick Knight
Sitting On A Time Bomb-Honeycone

CKCM GRAND FALLS
(Larry Steacy)
Rock Me Baby-David Cassidy
You Wear It Well-Rod Stewart
Run To Me-Bee Gees
I Ain't Never-Mel Tillis
Down And Losing-Bob Ruzicka
If You Could-Jeannie C.Riley

CHEC LETHBRIDGE
(John Oliver)
Dream No.2-Tobias
Use Me-Bill Withers
Speak To The Sky-Rick Springfield
Summer Breeze-Seals & Crofts
Don't Hide Your Love-Cher
Lonely-Cornelius Bros & Sister Rose
Never Had It-High Flying Bird
Sweet America-Cascades
Rock & Roll Song-Valdy
Wildflower-Skylark(LP)
Down By The River-Albert Hammond
Alone Together-Foot In Coldwater(LP)
True Blue-Rod Stewart(LP)
Listen To The Music-Doobie Brothers
Tight Rope-Leon Russell

CHNO SUDBURY
(Don Kredl)
Rainy Days-Lighthouse
Listen To The Music-Doobie Brothers
Use Me-Bill Withers
Ding-A-Ling-Chuck Berry
Get That Ball-Patsy Gallant
A Piece Of Paper-Gladstone
Don't Hide Your Love-Cher

6

NATIONALLY CHARTED CANADIAN SINGLES

**SWEET AMERICA
THE CASCADES**
CB4-504

**TIME
MARTY BUTLER**
C4-3054

**GET THAT BALL
PATSY GALLANT**
C4-3056

**UP ON THE HILLSIDE
BRUCE COCKBURN**
TN4-112

**LISTEN TO THESE
CHORDS I PLAY
ROGER RODIER**
C4-3058

**CORA MAE
RONNIE HAWKINS**
257-1

**Columbia
Records of
Canada Ltd.**



The
ProgrammersMOR
PLAYLIST

- 1 GOODBYE TO LOVE
The Carpenters-A&M 1467-W
- 2 MAKE IT EASY ON YOURSELF
Johnny Mathis-Columbia 4-45635-H
- 3 BABY DON'T GET HOOKED ON ME
Mac Davis-Columbia 4-45618-H
- 4 PLAY ME
Neil Diamond-Uni 55346-J
- 5 MAXWELL'S SILVER HAMMER
Bells-Polydor 2065 144-Q
- 6 NEW YORK IS CLOSED TONIGHT
Barry Greenfield-Laurie L3598X-M
- 7 DUNROBIN'S GONE
Brave Belt-Reprise 1083-P
- 8 RUN TO ME
Bee Gees-Atco 6896-P
- 9 POPCORN
Hot Butter-Muscor 1458-M
- 10 HERE I GO AGAIN
Tobi Lark-Arpeggio ARPS1007-N
- 11 GUITAR MAN
Bread-Elecktra 45803-P
- 12 YOU WERE ON MY MIND
Ian & Sylvia-Columbia C4-3074-H
- 13 CAROLYN
Terry McManus-A&M 329-W
- 14 CITY OF NEW ORLEANS
Arlo Guthrie-Reprise 1103-P
- 15 YOU LOVE ME
Rhythm Pals-Arpeggio ARPS1002-N
- 16 GOING HOME
Isleville Sym-Columbia C4-3065-H
- 17 I CAN SEE CLEARLY NOW
Johnny Nash-Epic 10902-H
- 18 ONE MORE CHANCE
Ocean-Yorkville YVS45062-D
- 19 SPEAK TO THE SKY
Rick Springfield-Capitol 3340-F
- 20 TAKE ME HOME
Hank Smith-Quality Q2039X-M
- 21 WHAT WOULD I DO WITHOUT YOU
Skylark-Capitol 3378-F
- 22 UP ON THE HILLSIDE
Bruce Cockburn-True North TN4-112-H
- 23 CAN'T GET HURT ANYMORE
Ginette Reno-Parrot PAR383-K
- 24 ALONE AGAIN (Naturally)
Gilbert O'Sullivan-Mam 3619-K
- 25 DREAM NO. 2
Tobias-Verve MV10681-M
- 26 LISTEN TO THESE WORDS
Roger Rodier-Columbia C4-3058-H
- 27 REFLECTIONS OF MY CHILDHOOD
Frank Mills-Polydor 2065 136-Q
- 28 STORYBOOK TALE
Thomas Muir-Quality 2037X-M
- 29 I'LL NEVER PASS THIS WAY AGAIN
Glen Campbell-Capitol 3411-F
- 30 CONCRETE SEA
Terry Jacks-London L818-K
- 31 IN TIME
Engelbert Humperdinck-Parrot 4007-K
- 32 KENTUCKY TURN YOUR BACK
Mercury Brothers-RCA 57-1068-N
- 33 LOVE THEME FROM ROWDYMAN
Robbie McDougall-RCA SPS 45-102-N
- 34 GOODBYE
Ray Materick-Kanata 1010-K
- 35 DON'T SEND SOMEONE
Pinky-United Artists 50944-U
- 36 DON'T HIDE YOUR LOVE
Cher-Kapp 2184-J

CJOC LETHBRIDGE

(Barry Hegland)
I Can See Clearly-Johnny Nash
If I Could Reach You-Fifth Dimension
Saskatoon-Guess Who
Sunny Days(fjs)-Lighthouse
Can't You Hear The Song-Wayne Newton
Sing A Song Medley-Barbra Streisand
Ding-A-Ling-Chuck Berry
Don't Do It-The Band
Hey Little Girl-Buckwheat
Drop Your Guns-April Wine

CKRD RED DEER

(Stu Morton)
Come & Join Us-Dublin Corporation
For Emily-Simon & Garfunkel
Dinah Flow-Boz Scaggs
Thunder & Lightning-Chi Coltrane

CKEN KENTVILLE

(Loran Fevens)
Make It Together-Steve & Eydie
You're Why Baby-Lisle
Got A Woman's Love-Marty Robbins
Come & Join Us-Dublin Corporation
The Answer-James Gilmore Singers
Rings For Sale-Roger Miller

CKWS KINGSTON

(Greg Stewart)
Use Me-Bill Withers
Middle Night Rider-Joe Cocker
Thunder & Lightning-Chi Coltrane

CJLS YARMOUTH

(Ross Burchell)
Child-Vance Rockwell
Louisiana Joe-B.J. Berg
Kentucky-Mercury Brothers
Bounce Back Baby-Family Brown
Maple Lady-Flying Circus
Sunny Days-Lighthouse
Warm Days-Black & Ward
Loving You-Sam Neely
Good Time Charlie's-Danny O'Keefe
Sea Of Heartbreak-Kenny Price
Travelin' Light-Geo Hamilton I V
Things-Buddy Alan

The
Programmers

Telex your
Programmers
information
to RPM by

TUESDAY 5 PM

Telephone
(416) 425-0257
Telex
06-22756

Rings For Sale-Roger Miller
Wheel Of Fortune-Susan Raye
You Ain't Gonna-Buck Owens
I Ain't Never-Mel Tillis
Class Of '57-Statler Brothers
Nights In White Satin-Moody Blues
How Could I-Spinners
From The Beginning-Emerson/Lake/Palmer
Tight Rope-Leon Russell
For Emily-Simon & Garfunkel
Gotta Be Free-Bob Harvey(LP)
Son Goes Down-Roy MacCaull(LP)
Sealed With A Kiss-Bobby Vinton(LP)

CHOW WELLAND

(Norman B)
Use Me-Bill Withers
All The Young-Mott The Hoople
Goodtime Charlie's-Danny O'Keefe
Loving-Emerson/Lake/Palmer
Shorty McKenna-Buxton Kastle

The
ProgrammersTRIBAL
DRUM

Heavy candidate for radio and television sports director now holding down good position at station with population of 15,000. Wants to move up to a larger market where there is more of a challenge and a better wage level. Has background in play by play with senior hockey, also curling, tennis, basketball as well as fastball and senior baseball. Contact Walt Grealis at 416-425-0257 for further information.

Copywriter with minimum of three years experience needed for contemporary 50,000 watter. Contact Darlene Mozell 204-943-1531.

CFPL-FM London bringing back its CAB Award winning French language show. Host is Gilles Jutras. Man responsible is Jeff Bingle, Station Manager.

CJGX Yorkton looking for a mature, bright broadcaster for the early morning slot. Get in touch with Garry Grayson, production manager.

Chuck Azarello still taking calls from prospective jocks for positions at CHLO, St. Thomas.

CHOW Welland has just wound up a five week promotion, "Summer Scholar Contest". Albums from WEA, Columbia, GRT London and A&M plus a one hundred dollar wardrobe were given away. Winners had five minutes to phone in following a name call, then answer a question.

TRIBAL DRUM continued on next page

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I'm not an expert

When this column was launched, we were very emphatic that this was a column by a generalist, and that the author made no claims of being a programming expert.

How does an outsider view the programmers? That's what we answer here, and

The Programmers *CROSSTALK*
walt grealis

this kind of outlook can be healthy and helpful. I talk to many people, who lay their problems on me. We then do our best to help or at least to make an observation.

Questions asked by programmers with regard to the ruling would indicate that few are really aware of its contents. It's not a ruling that requires too much decoding or "reading into". Sure, it's done up in Civil Service language, which can be confusing, if you really want it to be.

There are programmers who claim the 30% content ruling will not work and should be done away with. There are those however, who are of the opinion the ruling has caused "no hardship". Is it possible that stations and programming can be that different?

We hear two stories. One is that there is a lack of programming material, the other is that there is a great deal of programming

TRIBAL DRUM continued from previous page

Jay Jeffrie, CHSJ Saint John, New Brunswick, interested in hearing from young announcers wishing to get into programming. Tape and resume should be supplied.

CKRD AM has tightened its format to twenty record chart rotation with a total daytime playlist of thirty records.

CJOC Lethbridge has had a bit of a shake-up. Barry Hegland is now music director. The station is programming almost thirty hours a week of progressive rock and jazz. Station could use better service on this type of album product. The station will kick off a new station in October in the Crow's Nest Pass area of Alberta. New outlet, CJPR, will originate its own programming as well as picking up for re-broadcast, material from CJOC. Basic format will be town and country MOR. Record companies, please put the station on your lists for this type of service.

CHSJ drawing good phones on "Piece of Paper"/Gladstone and "Blue Ridge Mountain Blue"/Blue Ridge Mountain Boys. Johnny Mathis' "Make It Easy On Yourself" stiffed.

Spinner's "How Could I Let You Get Away" number one at CKLW. Raspberries 19 after seven weeks on. Melvin and Blue Notes' "If You Don't Know Me By Now" breaking.

CJOC received an American pressing of "If I Could Reach You" by the Fifth Dimension mastered at the wrong speed??? Canadian pressing is OK.

available and the quality is no problem.

A few programmers have stated they are happy with the 30% ruling.

I often wonder if the librarian or the music director really know what product is available, and exactly what the ruling permits.

Indeed, it is the programmer of the station's music and his knowledge of the product that makes the ruling easy to live with, or impossible.

Perhaps those stations where the 30% is a problem, a system should be started to assure that Canadian records are catalogued carefully.

Programmers have often told us that it is

amazing how much good programming is available once the ruling becomes a challenge to fulfil.

In this area, the record company can also be of assistance. More and more detailed information about the 30% Canadian content ruling should be made available to the radio station.

The RPM MAPL logos are available to record companies to use in their catalogue at no cost (if they write to RPM for permission to use), and many a programmer who takes a good look at Cancon might find many records they were not aware of previously, perfectly suited for their format. Many of the programmers at C4 (in conversations after the meeting) said there was no problem meeting the ruling and brought to my attention that the ruling was a challenge to create good programming. That's the spirit!

LATEST
EDITION

BOOT NEWS

EDITOR:
DAN LAROCHE

STOMPIN' TOM PACKING THEM IN

Stompin' Tom is having his most successful tour yet of the west. Packed houses of excited fans are getting him everywhere. Thank you fellow westerners for your support. Tom's next single is "Fire In The Mine" BT 051.



BOLLARD HAS FLIPPED!!

Ace London Sales/Promo rep, Jim Carey re-discovered Bollard BT 044, "I Need Your Love" the flip of "Sunshine In The Morning". He says he won't rest until his market has established this fine record as a hit. And you know what Jim? We believe you because many others have listened again. POP radio are you there?

Ken Lazarus and the Crew are doing the reggae thing for BOOT on many major MOR, AM & FM outlets. Sales are coming along fine. Have you heard them yet?

BEWARE OF THE "BUTTERFLY"

Milestones — the Austrian Eurovision entry of 1972 may have a sleeper for BOOT BT 049. A definite MOR, contemporary winner. You'll get a chance to judge this week.

'LISLE' IMPRESSES LONDON STAFF

The Barrie based rock trio have all London field reps excited about their two sided soft-rock, "Goin Away"/"You're Why Baby" on BRONCO BR 2703 both AP.



Bud Roberts has personal station plugs available, custom recorded for each C&W jock and his show. If you are interested send name, show time, call letters and frequency to BOOT; Bud will forward the tape within two weeks.

Max D. Barnes is gaining reasonable response with his initial deck of, "Ribbons Of Steel", BT 048 even though our release is way behind the U.S. schedule.

Broomstick Horse Cowboy will soon be riding on the big BOOT. Sharon Lowness' first album release now in production should be right behind her next single "Flying East" BT 052 (AL). Sure to be her biggest yet. Wait and see!



NOW THAT I'M BACK BT 045

Chris Scott's first Boot release growing rapidly in the Ontario market led by the influential CFGM; CKCM/CKGA and CHAB leading the rest of the country.



The Programmers MOR ADDITIONS

CKEY TORONTO

(Gene Kirby)
What Is Love-Cy Coleman Co-op
Garden Party-Rick Nelson
Mr. Goodtime(f/s)-Jerry Vale
Take Me Back(f/s)-Laurel Ward
Pretty Paper(f/s)-Roy Orbison
Return To The Stars-Peter Thom Ork LPs
Million Sellers-Billy Vaughan
Hits of Broadway-Andre Kostelanetz
The 60's-Various

CKLB OSHAWA

(Dave Lennick)
Daytime(f/s)-Keith Hampshire
World Turns Around-Fergus
I Can See Clearly-Johnny Nash
Sea Side Shuffle-Terry Dactyl/Dinosaurs
Thunder & Lightning-Chi Coltrane
Use Me-Bill Withers
Love Is A Railroad-Pepper Tree
Goodtime Charlie's-Danny O'Keefe

CKLW-FM WINDSOR

(Ron Foster)
One More Chance-Ocean
Reflections-Frank Mills
Can You Hear-Wayne Newton
Sing-Make Music-Barbra Streisand
Never Pass This Way-Glen Campbell
Need You-Vogues
We Can Make It-Steve/Eydie/Osmonds
Come The Fall-Association
So Long Dixie-Blood, Sweat & Tears
Break A Heart-Mama Cass

CKFM TORONTO

(Dan Chevrette)
Goodbye-Ray Materick
Where To Begin-Lorence Hud
Day By Day-Percy Faith(LP)
Don't Get Hooked-Mac Davis(LP)
Don't Mess With Jim-Jim Croce(LP)

CFQC SASKATOON

(Jason Schoonover)
Speak To The Sky-Rick Springfield
I Can See Clearly-Johnny Nash
Sing-Make Music-Barbra Streisand
Canta Libre-Al Martino
Answer Rests With You-J.G.Singers
Warm Days-Black & Ward

The Programmers COUNTRY ADDITIONS

CFAC CALGARY

(Larry Kunkel)
It's Not Love-Merle Haggard
My Man-Tammy Wynette
For My Baby-Cal Smith
Yes Jesus Loves Me-Family Brown

CJBQ BELLEVILLE

Aunt Martha's Sheep-Dick Nolan
Blue Ridge-Blue Ridge Rangers
Don't She Look Good-Bill Anderson
If This Is Goodbye-Carl Smith
Rings For Sale-Roger Miller

CKOM SASKATOON

Take It On Home-Charlie Rich
Lonely Woman-Bob Luman
I'm Comin' Home-Don & Jim Haggart
Traces-Sonny James
Burning My House-Warner Mack
It's Not Love-Merle Haggard
I'll Never Pass This Way-Glen Campbell
Kentucky-Mercede Brothers
Travelin' Light-Geo Hamilton IV

The Programmers COUNTRY PLAYLIST

- | | | |
|---|---|---|
| 1 2 WHEN THE SNOW IS ON THE ROSES
Sonny James-Columbia 4-45644-J | 21 10 WOMAN (Sensuous Woman)
Don Gibson-Hickory 1638-L | 48 48 LOVED ME ENOUGH TO CHANGE
Rhythm Pals-Arpeggio ARPS1003-N |
| 2 1 CAN'T STOP LOVING YOU
Conway Twitty-Decca 23988-J | 22 39 IF IT AIN'T LOVE
Connie Smith-RCA 74-0752-N | 45 50 RINGS FOR SALE
Roger Miller-Mercury 73321-K |
| 3 4 IF YOU LEAVE ME
Jerry Wallace-Decca 32089-J | 23 24 TAKE ME HOME
Hank Smith-Quality Q2039X-M | 46 37 TESTING 1-2-3
Joyce Seamone-Marathon 1058-C |
| 4 6 ONEY
Johnny Cash-Columbia 45660-H | 24 35 CLASS OF '57
Statler Bros-Mercury 73315-K | 47 38 LOUISIANA JOE
B.J. Berg-GRT 1230 38-T |
| 5 5 A WORLD WITHOUT MUSIC
Porter Wagoner-RCA 74-0753-N | 25 36 HERE'S TO LOVIN' YOU
Jack Bailey-GRT 1230 37-T | 48 60 TRAVELIN' LIGHT
George Hamilton IV-RCA 74-0776-N |
| 6 16 THIS LITTLE GIRL OF MINE
Faron Young-Mercury 73308-K | 26 15 HERE I AM AGAIN
Loretta Lynn-Decca 32974-J | 49 56 IT'S A LOVELY WORLD
Joanne Post-Marathon PA1065-C |
| 7 11 WASHDAY BLUES
Dolly Parton-RCA 74-0757-N | 27 31 BACK HOME IN GEORGIA
Brent Williams-Boot BT043-K | 50 59 LONELY WOMEN MAKE GOOD LOVERS
Bob Luman-Epic 10905-H |
| 8 3 THE CEREMONY
Wynette & Jones-Epic 5-10881-H | 28 33 HIGH ENOUGH FOR HEAVEN
Stan Farlow-GRT 1230 36-T | 51 47 NOVEMBER RAIN
Wayne Rostad-Arpeggio 1006-N |
| 9 8 IN THE LOVING ARMS
Dallas Harms-Columbia C4-3042-H | 29 43 IT MEANT NOTHING TO ME
Diana Trask-Dot 17424-M | 52 64 THIS MUCH A MAN
Marty Robbins-Decca 33006-J |
| 10 13 WELK HEE HAW POLKA
Roy Clark-Dot 17426-M | 30 40 IT'S NOT LOVE
Merle Haggard-Capitol 3419-F | 53 57 WHEN THE SUN GOES DOWN
Roy MacCaull-Marathon PA1061-C |
| 11 17 I AIN'T NEVER
Mel Tillis-MGM 14418-M | 31 41 FUNNY FACE
Donna Fargo-Dot 17429-M | 54 65 MY MAN
Tammy Wynette-Epic 5-10909-H |
| 12 7 WHISKEY RIVER
Johnny Bush-RCA 74-0745-H | 32 44 I'M COMING HOME
Jim & Don Haggart-Arpeggio 1003-N | 55 42 ALWAYS ON MY MIND
Brenda Lee-Decca 32975-J |
| 13 20 MISSING YOU
Jim Reeves-RCA 0744-N | 33 23 I'M GONNA KNOCK ON YOUR DOOR
Billy Craddock-Columbia C4-3059-H | 56 SYLVIA'S MOTHER
Bobby Bare-Mercury 73317-K |
| 14 12 ALABAMA WILDMAN
Jerry Reed-RCA 74-0738-N | 34 27 LONG GREEN LINE
Dick Damron-Columbia C4-30431-H | 57 DON'T SHE LOOK GOOD
Bill Anderson-Decca 33002-J |
| 15 19 IF YOU TOUCH ME
Joe Stampley-Dot 17421-M | 35 34 THAT CERTAIN ONE
Tommy Cash-Epic 5-10885-H | 58 TRACES
Sonny James-Capitol 3398-F |
| 16 14 PAPA WAS A FIDDLIN' MAN
Michael Brandon-Ampex AC1310-V | 36 25 ROBBIN' THE CRADLE
Con Archer-Boot BT039-K | 59 SEA OF HEARTBREAK
Kenny Price-RCA 74-0781-N |
| 17 18 YOU'VE GOTTA CRY GIRL
Dave Dudley-Mercury 73309-K | 37 29 LONG LONELY ROAD
Diane Leigh-Quality 2038X-M | 60 62 HERE COMES THE BRIDE
Paul Bell-Snocan SC107-K |
| 18 9 BLESS YOUR HEART
Freddie Hart-Capitol 1326-F | 38 28 THERE'S A PARTY
Jody Miller-Epic 5-10878-H | 61 YES, JESUS LOVES ME
Family Brown-RCA 75-1097-N |
| 19 21 DOWN AND LOSING
Bob Ruzicka-Signpost SPS70007-P | 39 30 BORROWED ANGEL
Mel Street-GRT 1214 64-T | 62 FIRE IN THE WINE
Tom Connors-Boot BT051-K |
| 20 22 BABY DON'T GET HOOKED ON ME
Mac Davis-Columbia 45618-H | 40 26 THE MONKEY THAT BECAME PRESIDENT
Tom T. Hall-Mercury 73297-K | 63 WHAT IN THE WORLD HAS GONE WRONG WITH OUR LOVE
Greene & Seeley-Decca 32991-J |
| | 41 32 I'M SO LONESOME I COULD CRY
Charlie McCoy-Monument 8546-H | 64 TORONTO WITH MILK & HONEY
Al Hooper-Dominion 158-E |
| | 42 45 PRIDE'S NOT HARD TO SWALLOW
Hank Williams Jr-MGM 14421-M | 65 TAKE IT ON HOME
Charlie Rich-Epic 5-10867-H |
| | 43 53 KENTUCKY TURN YOUR BACK
Mercede Brothers-RCA 47-1068-N | |

Last Time-Roy Drusky

CKBC BATHURST

(Al Hebert)

Here I Am Again-Loretta Lynn

Unexpected Goodbye-Glenn Barber

Oney-Johnny Cash

Class of '57-Statler Brothers

Last Time-Roy Drusky

Goodbye-David Rogers

Sylvia's Mother-Bobby Bare

CHAK INUVIK

Class of '57-Statler Brothers

Together-Parton & Wagoner

I'll Never Pass This Way-Glen Campbell

Traces-Sonny James

Oney-Johnny Cash

If You Could-Jeannie C. Riley

I Ain't Never-Mel Tillis

Leavin' Is Hard-Rusty Draper

California Lady-Jeff Young

It Meant Nothing-Diana Trask

CKBB BARRIE

CKCB COLLINGWOOD

(Jack Jacob)

One Love-Merle Haggard

Don't She Look Good-Bill Anderson

Sylvia's Mother-Bobby Bare

Anything But Love-Ferlin Husky

Lonely Women-Bob Luman

Bounce Back Baby(f/s)-Family Brown

CJGX YORKTON

(Ron Waddell)

Lonely Women-Bob Luman

Things-Buddy Alan

Have You Taken Time-Ken Stolz

Aunt Martha's Sheep-Dick Nolan

The Programmers **CAMPUS ADDITIONS**

RADIO YORK

(Christopher Davis)

Bump & Grind-Mainline

Rock Of Ages-The Band

Corliss-Corliss Nelson

'Ot & Sweaty-Cactus

Toulouse Street-Doobie Brothers

Mar y Sol

Stratavarius-Ginger Baker

Smokin' Op's-Bob Seger

Pollution II

With Feeling-Sally Kellerman

Best Of Otis Redding

La Croix-Gary La Croix

Creedence Clearwater Revival

Heart

RADIO WATERLOO

(David Assmann)

Toulouse Street-Doobie Brothers

Vindication-Arthur Lee

Elected-Alice Cooper

Fables-England Dan/John Coley

'Ot & Sweaty-Cactus

(Jock) a young man that has just come out of adolescence . . . which is that period when a boy stops collecting stamps and starts playing post office.

I think it was Robert Louis Stevenson who said, "Marriage is the only friendship that is recognized by the police".

Smokin' Op's-Bob Seger

Shorty McKenna-Buxton Kastle

Midnight Rider-Cocker & Stainton

Listen To The Music-Doobie Brothers

I Cannot Answer-Fergus

Shakin' All Over-Chad Allan

Season Of Plenty-Ray Materick

DAL RADIO

(Harvey McKinnon)

Living In America-Patches

Goodbye Farewell-Abraham's Children

Listen To The Music-Doobie Brothers

Thirty Days-Humble Pie

Lonely Places-Lighthouse

Pegasus-Harvey Mandel

Freight Train-Doc Watson

Witchy Woman-Eagles

Season Of Plenty-Ray Materick

Hey Little Girl-Buckwheat

Rub It In-Dave Clark

Money Back Guarantee-Five Man Elec Band

Drop Your Guns-April Wine

Tomorrow-John Kongos

From The Beginning-Emerson/Lake/Palmer

Nights In White Satin-Moody Blues

Thunder & Lightning-Chi Coltrane

Midnight Rider-Joe Cocker

Spaceman-Nilsson

Bump & Grind-Mainline

UNIVERSITY OF TORONTO

(Richard Morochove)

You Wear It Well-Rod Stewart

Sunny Days-Lighthouse

Hide Yourself-Robison Kaplan

Ding-A-Ling-Chuck Berry

Season Of Plenty-Ray Materick

Good Time Charlie's-Danny O'Keefe

Sea Side Shuffle-Terry Dactyl/Dinosaurs

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A single ad for Christopher Kearney

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comes the single 'Country Lady',
written and performed by the
most acclaimed artist to emerge
from the Maple Music junket.



72675

Produced by Dennis Murphy.



Manufactured and distributed by Capitol Records (Canada) Ltd.

To be seen on a recent visit to Carr-Small Distributing Limited was a great array of used Juke Boxes, Games and Amusements to the extent of over thirty pieces in the large showroom, with considerably more in the shops and storage areas. All these pieces of equipment were in first class condition and of clean, excellent appearance. The most exacting of Operators could purchase any one of these machines and immediately put it onto any location confident that it would do both the location and his reputation proud. The Juke Boxes on display were literally "just out of the crate" in appearance. They included models by Rowe, the MM1-2-3, Seeburg the LSL, Rockola, 448 and 449, Wurlitzer Americana 2s and 3s. Also shown were Sega's "Soccer Game," Gottlieb's "King-Cool", Midway's "Flash Basketball," Chicago Coin's "Apollo", "Moon Shot Rifle" and "Twin Rifle", Allied's upright pinball, a compact machine employing reflectors and with a built in "table" shaker. For the players use—it bears the name "Sea Hunt". Additionally there were bumper pool games from Fisher and an updated and reactivated shooting game "U.S. Marshall" set up for 5c play. Apart from its "as new" appearance all this equipment had been thoroughly gone over and was guaranteed:

The new distributorship already has Canadian rights to three diverse pieces of equipment. They are the "Jupiter" line of Juke Boxes, "U.S. Marshall" a shooting game and a "Soccer" game. It has the exclusive franchise for Canada in respect of the gramophone and the Soccer game and is the Canadian distributor for the American made Shooting game.

"Jupiter", coin-operated gramophones are Swiss designed and engineered but manufactured in France and naturally they are one of the leaders in Europe. They are also being sold in the U.S. as well as in Canada. The line comprises four models, the 160L the 120K, the 100K and the 120RS which is furniture styled. These gramophones are precision engineered and built and are extremely simple and trouble free. Mr. Small goes on record, saying, "the Jupiter is sure to be a leading Juke-Box for the Canadian market. Every Jupiter is sold with an unconditional guarantee—the operator must be satisfied that he is not only saving money, but he's got top quality as well."

The French built Soccer game comes to Canada with a great reputation as a patron pleaser and money maker.

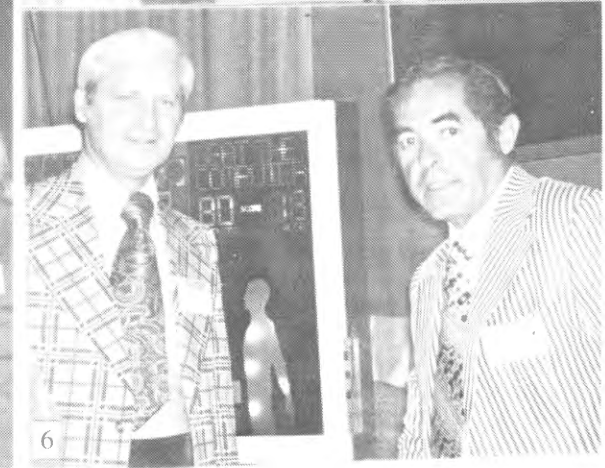
"U.S. Marshall" is a compact, space saving game utilizing a simple 5c coin shute. It can be used on legs or without them as a counter top attraction; it uses only 19 inches of space, is completely mechanical and dependable. 5c play is something these days and draws a lot of play. Delivery from Carr-Small is immediate.

Canadian Coin Box Magazine

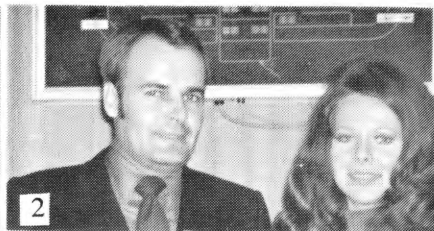


At the moment the new firm employs two highly experienced and fully qualified men apart from the principals. They look after the "back rooms" and one is extremely good in dealing with problems and repairs of solid state circuitry. This is absolutely essential in order to deal with the new Audio-Video-Action machines which are so popular with customers and somewhat difficult for the average mechanic to get going again once they go wrong. Messrs Carr and Small from their own first hand experience know that spare parts availability, telephone advice and prompt dispatch of needed items plus first class service is vital to an Operator to whom "down time" means bad customer and location relations and lost revenue. With the tremendous number of contacts they have here and in the U.S. they believe that they can quickly get parts into Canada and rapidly sort out problems Operators run into.

Even after as short a time as a quarter of a year Operators have responded to the new company in goodly and ever growing numbers. For a new enterprise sales have been surprisingly good as the news has got about through the industry's Operators that Dan Carr and Gary Small are in business to serve their needs.



- (1) New psychedelic panels units to reconvert all old juke boxes. Priced at \$38.00 for two bottoms and one top post. Available from R. Lucan, C.O.A.D. Research Lab, Box 100, Galesburg, Ill. 61401.
- (2) Irving Kaye with Super Soccer Game.
- (3) Midway's new electronic Golf Game.
- (4) Mrs. Jim Sheffield, Mr. and Mrs. Jerry Matheson of Tommy Lift, Woodbine, Iowa, and Jim Sheffield of Tommy Lift Gates, Montreal, Quebec.
- (5) New baseball electronic game by Neebra of Paterson, N.J., Dan Harnden, Mr. Daddis, F.Evers, Mrs. Daddis and Walt Finken of United Billiards.
- (6) Fred Pliner and Mr. Greenberg with Electronic Sensing's new Kennel Club Game.

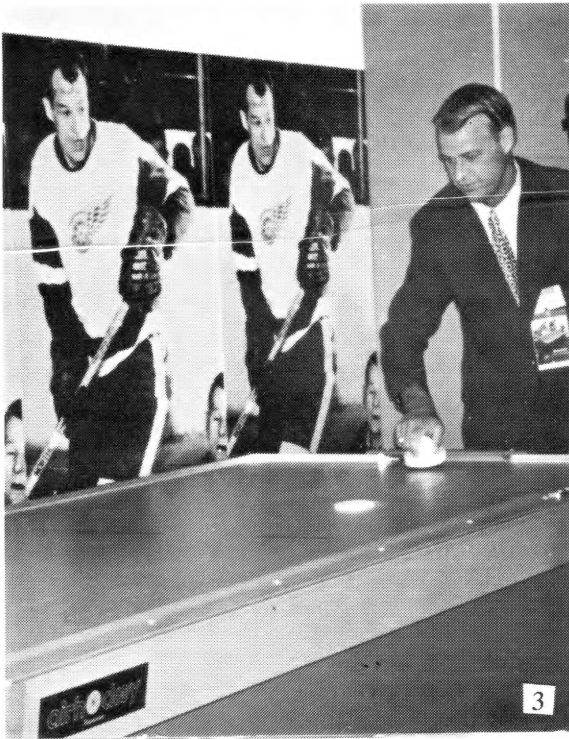


- (1) Pretty model with H.D. Rogers of London Coin Machines, London, England, who just placed an order for 500 pool tables from Mr. Daddis. Mr. Rogers has been in the coin operated business 44 years and is largest distributor in U.K. with 90 different lines.
- (2) Barry Weiss of Thunder Bay, Ontario. Large operator of music and games.
- (3) Sam Stern of Seeburg with Albert Simon of U.S. Billiards Inc. Amityville.
- (4) Right is Ed Doris of Rock-Ola with Ely Ross.
- (5) Mr. Tieffer of I.C.I. Security Boxes with Dick Mueller of Rowe Mfg.

At The Music Operator's Show

ROYALTIES. . . . U.S. Ops Fearful of New Royalty Demands

The MOA — Association of American Juke Box Operators is again stepping up its fight against new Royalty and other fees liable to be levied on Juke Boxes. This is part of the U.S. political scene because in this year of an election, politicians need to be reminded where their support can or cannot be. These are people who will win or lose from the new Government and this is the one which may or may not put through new legislation, the present one no longer will.



- (1) Wurlitzer's new Carousel Cassette Player.
- (2) Charles Arnold, right, of Chicago Coin with Harold Kaufman with the new "Twin Gallery".
- (3) Gordie Howe, famous NHL Hockey Player was at the Show and displayed the new Brunswick "Air Hockey". It is played on a table 4' x 8', and the puck floats on air at speeds of 100 m.p.h.
- (4) Mr. Houle and Jim Newlander, VP Marketing for Rowe with the new Rowe phonograph.
- (5) Mrs. Mason, Sales Co-Ordinator for Milwaukee Coin Industries with Bud Levine of Seeburg. Milwaukee Coin is represented in Canada by Dale Johnson and Alouette Amusements.

The "Sight and Sound" Juke Box Becomes a Reality in Japan With A Unit On The Market

Years ago we said that the Juke Box using tape would come and it has, in quite a big way with Wurlitzer's "Carousel". There were units years ago too but, they never made any real impact on the North American Music scene, but not as many as in the case of the tape Juke Box we said that Audio Video would take up Coin operated Juke Box form. It did too, in the form of French inspired Scopitone, Colorama and other units imported from Italy and made in the U.S. by Rowe AMI in a "quick form". Now the inevitable has happened and the Japanese have brought out a see - hear Juke Box using the latest electronic advances in Audio-Video magnetic tape instead of projected films with sound tracks or, "tied" to records as in the past. Film based Scopitone and other film using Juke Boxes of three, four or five years ago worked reasonably well but they suffered from one major disadvantage—very limited availability and, inordinately high costs of sound film, specially produced or culled for them from other productions.

Recent advances in "through - T.V. set" reproduction of magnetically (taped) recorded sound plus sight has altered the entire situation. Now, it has become

possible to quickly and cheaply record artists and productions of all kinds without elaborate staging and set ups. So rapid is this that instant playback of what has been "shot" has become a fact. The Japanese have become world leaders in the use of magnetic tape for this purpose with more developed, related equipment than any other nation. Now they have put it into coin-operated form. The Japanese unit is reported to have been developed jointly by Toshiba Electric, Totsu, Nesco and Ampex and it will be on the market in Japan by this autumn at a price not far short of \$7,000. or over the cost of three large American Juke Boxes in Canada. It bears the name Select Auideo, is operated by push buttons, uses three minute cassettes—40 of them. A smaller 20 selection machine is 'in the works' but its pricing is as yet unknown.

This is the first of what will be many A-V coin operated devices of this nature but like the home units prices are going to have to drop drastically before we are likely to see too many of them around in homes or in public. Just try amortizing a near \$7,000.00 machine at 25c play and the situation appears in its true light.

MERCEY BROTHERS SET FOR FOLLOW-UP SINGLE

RCA's Mercey Brothers have just put the finishing touches on their next single release, "Kentucky Turn Your Back", which was penned by Ottawa's Carisse and Rawlins.

The single should be released prior to their tour which will take them to the Atlantic Provinces, Ontario and British Columbia. An album, "Mercey Brothers' Country" is expected to be ready for release by mid-September.

Down east they are set for Aug 22 through Sept 2 in Charlottetown and a quick return to Ontario for a date at the Elmira Fall Fair (4). They return to the east coast for a taping of CBC-TV's "Sing-A-Long-Jubilee (8-9-10) and back to Toronto for a recording session at RCA's studios (12-13-14). One nighters follow at Brodhagen (15), Listowell Arena (16), Lindsay Fall Fair (22), Chesterville (23), the Matador Club in Galt (25 through 30). They are tentatively set for a tour of B.C. for the first two weeks of October and a return to Toronto for the taping of the "Tommy Hunter Show" (CBC-TV) from Oct 25 through the 28th. Also on tap are tapings for the Don Messer Show and Cy True's "Countrytime".

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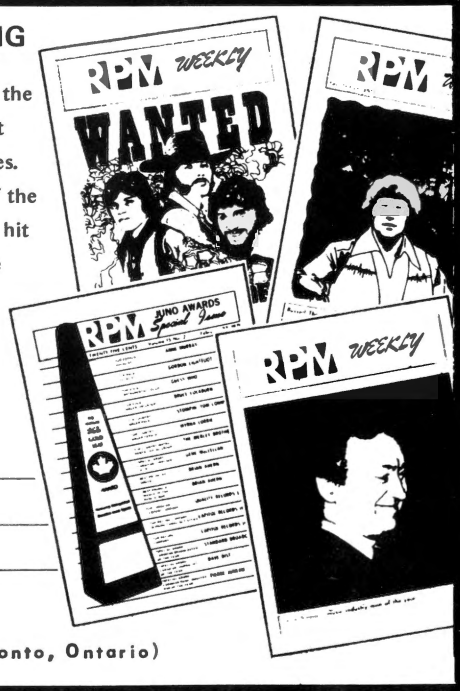
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Great Changes in the Attitude of Canadians Towards Coin Machines Open Huge Markets for Juke Box, Games and Amusement Services

Quietly and without fan fare a whole new market has evolved for Coin Machine Operators and that also means coin machines. Over the past decade and more, particularly during the last three to four years, Juke Boxes, Games and Amusements, have gently moved into new commercial and public spheres. Although this sort of thing has long been "old hat" in Europe/Britain and also the U.S.A. it would have been unthinkable just a few years ago in the minds of large sections of the Canadian Public and, store buildings' executives and management. Entree for Juke Boxes in some of Canada's staidest stores must be put down to the overwhelming impact of modern pop music on the public at large and its acceptance of the songs of the Beatles and Rolling Stones, not to forget Tom Jones. This was stuff which couldn't be ignored — it sent the young people and didn't fall badly on their parents' ears either. Merchandisers of mod clothing styles closely synonymous with this type of music, saw the connection and association and, decided to go the music way to bring the customers into the boutiques, teen shops and mod shop departments. Today it is an established thing to see or hear a Juke Box or background system in these places.

Even younger people were responsible for the getting of Amusements into stores, firstly groceries, but now general stores of some of the biggest chains in the country. Mothers who needed or could use relief to do their grocery shopping had their small children taken off their hands or, pacified, by coin-operated rides especially designed for small children. These have been with us for some time and they undoubtedly helped open the way for bulk vending machines selling gum, candies, novelties, nuts and charms of all sorts. These again were mainly for the children's market. A great deal of this latter was, and still is, operated by American firms which come into this Canadian market by virtue of their tie-ins with American companies doing business in Canada. A prime example of this is the huge Foltz Bulk Vending Company of N.Y. whose coin machines can be found in P. Huntington Hartford's U.S. based chain of A & P Supermarkets spread throughout populous regions of Eastern Canada.

These both may well be considered the thin edge of the coin machine wedge in respect of in-grocery-store coin machine location. What they did do was, to get the Canadian public used to these types of coin machines in public places. They changed a Canadian mental state from dislike to acceptance. In so doing the door was opened further to more and more types of coin machines. During the last three years grocery stores have brought in behind their doors a great variety of coin operated machines, the latest being the large very sophisticated sound-sight-action games in which the player shoots down bombers, "kills" tanks, warships, submarines, spacecraft; is a tank commander, a submarine C.O., a fighter pilot, a bomber pilot, a Western gun fighter, a machine gunner. These expensive games can be seen played by all manner and

style of people in such high class supermarkets as Woodwards in the greater Vancouver area. Now that the door has been opened to this extent unless something very untowards occurs it can only open wider to let in an even greater variety of coin machines.

Canada and Canadians are a peculiar lot; they are not very initiative; they are very cautious and very slow to start anything or take it up. This is, in the main, with one or two notable exceptions true of the Canadian Coin Machine Industry. What has now been accepted by the retailers of Canada has been a fact in European countries and the U.S. for years. There can be no doubt that chains and individual stores and Operators too have seen it done before across the line and that must certainly have influenced their decisions. But, once someone in Canada does something and makes a good thing of it, particularly if they look as though they're making a buck at it, others move quickly into exactly the same thing. When erstwhile staid firms such as Woodwards and the T. Eaton Company locate Juke Boxes, Games and Amusements within their emporiums the door is open to virtually every shop in Canada. There remain great opportunities in this, as yet little touched market, for coin-machine Operators.

Further, in this line of Operating, Malls have opened their doors to Vending, Juke Boxes, Games and Amusements to a large degree in the past three years. Go into one and the verity of this statement will make itself seen. These are the places women with children and families shop days, weekends and evenings. They are open long hours and give coin machines a tremendous exposure to the public. Naturally, much of this appeal in these locations was initially directed towards children and the young people. Now, however Games that appeal to their parents have also taken their place in Malls. These have reached an apex with the Coin Arcades which have taken up premises in Malls of the highest category of class. Admittedly, these are still few but they too will continue to proliferate.

What has happened in Canada over the past three years has been nothing less than a minor revolution in Canadian thought and viewpoint in respect of coin-operated machines. There is today, a completely new attitude towards them and although there may still be "pockets of resistance" towards them the barriers of the past are almost completely down and even the holdouts in government bodies and bureaucracy are being forced by this new attitude on the part of the public to change their rules and regulations. Admittedly many hold on as long as they can and raise numerous objections to the siting of games in such places as taverns but usually, after an appropriate "making of their position" they too, give way. As to the future—in Canada we will see more and more Juke Boxes, Games, Amusements and Venders in more and more places, used by more and more people. Older people have been largely won over and the younger are quite at home with coin machines of all descriptions.



Do You Take Into Account the Musical Preferences of Girls and Women in Your Programming?

The large majority of Canadian music routes are run by men, sometimes with very active help from wives and daughters. But in the main it's a male run business. Invariably, it's the man who gets the locations, installs the gramophones, services and repairs them and collects the money. The women generally concern themselves with keeping books, looking after the payroll and stenographic work. In a few cases they take a hand in selecting the records used. Perhaps they ought to do more of the latter. In the U.S. substantial numbers of Music Operators employ women as professional programmers and very good they are at it too, as they similarly are in radio.

When an Operator programs his locations, in most instances as a man, he does it for kids, teenagers, ethnic groups, truckers and so on. Perhaps it's time sex entered into programming as a definite factor in the selection of records for Juke Box locations. Despite female lib protagonists there are great differences between males and females—mentally and emotionally as well as physically and biologically. In short, women like different things than do men and music is definitely one of them; the thing is—programming not necessarily by women but for women.

If you've ever attended a concert or session by artists or groups such as Elvis Presley, Tom Jones, Engelbert Humperdinck, the Beatles, the Rolling Stones or other top groups you will have noticed, couldn't help noticing that those listeners most "sent" have been of the female sex. If you haven't attended one of these "happenings" perhaps you've seen it as recorded on film or shown over TV or in the pages of pictorial newspapers or magazines. In every case there is a vast factual portrayal of females in various types of almost orgasmic ecstasy, completely carried away by the sight and, more so, the sound. And, if you think this is but a phenomenon of unstable teenage cast your thoughts back to those similar outpourings of emotion can be seen in the antics of middle aged and even elderly women when confronted by the sounds (and sight)

of a Liberace or Gospel Singers. Nor is this any new phenomenon of the past decade or the present. Older Operators will remember the same thing happening to the sounds of Glen Miller or Gene Krupa or Tommy Dorsey. They may even recall girls crowding the stage or, around an unknown or local band in small towns all across the country. If they are old soldiers they will have seen the same thing happen in England, in Wales, in Scotland. Music and rhythm definitely seems to strike a particular part of the female makeup in a manner quite different to any affect it may have on males. It seems to be something of the same thing which affects negro people who are "sent" by music and a beat much earlier and easier than are whites.

How many Operators have taken notice of this behaviour of women to certain types of music and artists, then studied the makeup of customers at their locations and where women comprise large numbers of patrons, loaded their Juke Boxes with the selections and artists which currently "send" them? How many Operators or locations have studied their gramophone playing customers and noted by sex who plays the Juke Box? By casual observation only the writer has noticed that a surprising number of young women do, in snack bars and, older women in places serving drinks. It must also be remembered that in mixed groups, whilst males may actually put in the coins and make the selections it is their women who tell them what to play.

With such a vast interest in music and artists by girls and women and the effect it has upon them, any Operator who does not recognize their importance to his business is doing himself a disservice. A thorough knowledge of the makeup of location customers as their proportion of women and girls and the artists and music which appeal to them at the time as determined by play by watching TV and films, from radio play requests, can be put to profitable use in selecting and programming records which women will play to hear.

Arcade Operating is a Difficult Business in the Downtown Areas of Large Cities --

But, They Are Getting A New Lease on Life in Smaller Community Malls

To get some idea of the difficulties of Operating coin machines in Canada it is only necessary to analyse some of the problems of trying to run an Amusement Arcade in one of the country's major cities. In the first place, to be successful, an Arcade must have an abundance of customers and this means exposure to great numbers of people; in short, it must be sited where people congregate or pass by in large numbers. In Canada this means one of the few very popular summer beach resorts with limitations of a two month season out of the year or, the busy downtown area of a large city, near shops, taverns, restaurants and theatres which draw crowds of people by day and by night. Traditionally these are the places where Canadian Arcades have been situated. In the last few years however, there has been a big change for the worse as far as the Operator is concerned. Two things have happened to cause this. Number one—in many cities the downtown areas have been completely altered by developers who have bought up the areas of older buildings, torn them down and, put up huge skyscrapers, sterile, sanitary, characterless, edifices housing dull offices and equally dull, trying-hard but none the less still characterless shops, bars, restaurants, usually very high priced and not conducive to night life or crowds enjoying leisure. These are strictly for business, not for pleasure and so, people don't linger in or near them as they did in the old areas. Number 2—where older buildings with cinemas, bars, small shops, restaurants, bowling alleys, still exist the value of the land on which they sit coupled with higher taxes has driven rents skyhigh. For example—downtown on Toronto's Yonge Street, space where arcades could do well rents at \$18.00-\$20.00 per square foot. An Arcade to house enough equipment to be worthy of the name of Arcade needs in the order of 1500 to 2000 square feet of space. This means a rental payout of some \$27,000.00 to \$40,000.00 per year. Add to that business taxes, capital cost of equipment, interest on investment, etc., and the total figure becomes somewhat astronomical. In a medium sized Arcade with some 50 modern pieces of equipment including the sophisticated games of a participant nature favoured by the young people, it is not at all uncommon for the capital investment to run to over \$100,000.00 With salaries, light, heat, power, business taxes, etc., and

an amortization period of 5 years on the equipment, running expenditures alone can far exceed \$75,000.00 per year before any profit is turned. That works out at \$1,443.00 take per week or \$240.50 per day on a six day week. If all machines are serviceable and on 25c play, which they are not, that means 962 plays per day or just on 20 plays per machine per day. After that, the Arcade begins to make money. But it needs an absolute minimum of nearly a thousand playing customers per day to keep going. This is a first class illustration of why there are so few viable Arcades in the downtown areas of major cities such as Toronto and Montreal. To get the necessary customers, the Arcade has to be situated downtown where the rents are so high that even with a large volume of human traffic it's almost impossible to make the business pay.

One of the exceptions to this rule of "no Arcades in new downtown areas" is to be found in the New Brunswick city of Moncton. There, in Highfield Square a modern, new, extremely well built and attractive enclosed Mall is to be found a small (25 pieces of equipment) L shaped amusement Arcade which is part of the extensive coin machine business run throughout New Brunswick by Auriel Arsenault a Moncton based Music, Games and Amusement Operator. The very first surprise over this Arcade is its location; from past experience one doesn't really expect to find an Amusement Arcade in such a modern, fashionable location. Secondly in keeping with its location this Arcade is bright, attractive, spotlessly clean and in good taste. It contains a large proportion of the very latest sight, sound and sensation machines in which the player or players participate. These are situated along one wall at the entrance and are fully visible from the "street" of the Mall. The third thing about the business to make an impression on one is the type and numbers of its customers. These take in the whole representative mass of passers-by, children, teenagers, long hairs, University types, business and professional men and women, well dressed young and middleaged women with girl friends and children. In fact it appears to draw its customers from exactly the same sort of people as do the surrounding high class shops of one type or another. The fourth thing about M. Arsen-

sault's Arcade which struck the eye was the fact that it gave the appearance of being superbly run. This was evident, not only from the condition of the equipment and the premises but also from the relative quiet and order which appeared to prevail within. There were loungers, the clean cut young man in charge saw to that, children were well behaved and the whole place had an air completely in keeping with its high class surroundings.

It is understood that this particular Amusement Arcade has been in Operation since the opening of the Mall some two years ago. Rents in such a location cannot be low though undoubtedly they will be a great deal lower in Moncton than in one of the nation's larger cities in the downtown, high traffic areas. Moncton and its immediate surroundings has a population of some 50,000 people and, most of them will frequently pass through Highfield Square. Seen on a week-day the traffic in the Mall's passageways was certainly the equal of that of a downtown Toronto or Montreal main thoroughfare at its busiest, the point being that,

the small city's shopping centre acts as a magnet for all the population. Rents, though steep, are low by comparison with the big cities and, this combined with good exposure to the public and, a large traffic flow, makes such Arcades location valuable business propositions.

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Convention-Show in Chicago

Continued from page 4

under economic and business pressures have been taking a closer, harder and very much harsher look and view of the very thing on which their business most depends—the Music they sell and the record in which it is held. For many years past, record makers and music creators and purveyors took no active part in the Chicago show but over the last few years they have been showing some interest as a result of constant pleading and prodding from the U.S. Operating industry and its Associations' executives. Over the past two years or so there have been exhibiting, a couple of small independents making and plugging 7" little LPs albums, but these have not gone over in any great way. This year they were not at the Convention-Show; together they can only offer about a hundred titles and the Seeburg Corporation—active in Albums a few years ago no longer is so that Ops are less than enthusiastic over the concept. In fact some late models of gramophones won't even play the 33 1/3 RPM records in standard lowest priced form. Another factor is pricing—with three selections per side the old, little LPs fitted into 3 x 25c pricing but at today's 2 x 25c they are a bargain for the customer but not for the Operator. Certainly in Canada, they have never been considered a good money earner and never reached any degree of popularity for that reason. There is still some activity on little LPs in the U.S., for one thing, they are being plugged for "extended play" in furniture styled Juke Boxes.

This September however, at the MOA Convention-Show the Country Music Association was represented as well it should; a great deal of C & W music is sold through Juke Boxes. So also were R.C.A. records, Columbia records and MGM records, and, their representatives heard all the gripes of Operators expressed in past years plus a number of new bellyaches. A prominent new complaint was that a great deal of popular music heard on the air was not available on 45 RPM singles and that when other selections come out on 45s they were so late that the edge had been taken off the demand for that selection or, it had dropped badly in popularity. These were things which were detrimental to Juke Box Operators. Particularly at fault is the handling by big record companies of music played by FM radio. Much of this material which people listen to on FM radio simply is not produced as singles and, that which is, tends to be too long delayed to be of much use to Operators. This is not merely talk or pure bellyaching—surveys have been done which prove it to be a fact. The public doesn't understand why it can't hear on a Juke Box what it hears on radio—not knowing that the latter makes use of cuts taken out of large 12" album records. It doesn't understand that many artists only record albums nor that record companies only publish them. And it doesn't understand that due to this Juke Boxes are no longer leading the hit parade as they did when it was singles first for tryouts, then albums.

From all this a better Op/Record Co. relationship could come about and as such, it was an important part of the 1972 convention.

Kiddie Rides --

A Large and Growing Business Here and in the U.S.

The great increase in shopping malls, Arcades and the general interest in coin machines and all manner of Games, Music and Amusements has greatly increased the popularity of machines to amuse and pacify small children. Coin-Operated "horses," "ducks", "aeroplanes", "tanks", "cars", "motorbikes" and other forms have been seen in Canadian supermarkets and large general stores for some years now. And, they have also appeared in substantial numbers in the many shopping malls which have grown up on the outskirts of our cities. Several Operators in fact specialize in this sort of operating. This has been a rapidly expand-

ing business in the last decade and it continues to grow rapidly. Now the providing of Kiddie Rides has reached the stage in the U.S.A. where it is feasible to form a Business Association to represent this specific industries interests there and to further its expansion and business. Kiddie Ride people from various, diverse, parts of the U.S. got together in New York a few weeks ago to form the KROA, Kiddie Ride Operators of America. Canadian counterparts though quite a few in numbers will be watching the activities and reports of this new organization closely.

Greatly Changed

Continued from Page 6

Even younger people were responsible for the getting of Amusements into stores, firstly into small groceries, then into large chains and now into some of the largest stores in Canada. Small children whose mothers needed or, could use, a form of "baby sitter", were pacified by specially designed coin-Operated Rides while the parent shopped for the groceries. These Rides took many forms, horses, ducks, swans, cars, motorbikes, aeroplanes, helicopters, etc. etc., and they have been around for quite a long time. Undoubtedly they and Bulk Vending Machines also "geared" to the wants of young children by selling ball gum, candy, nuts, charms, masks, etc., have helped each other gain store and public acceptance. These too, were mainly for the child market. A great deal of the latter was, and still is, operated by American firms which came into this Canadian market by virtue of their tie-ins with American companies doing business in Canada. A prime example of this is the huge Foltz Bulk Vending Company of New York; its coin machines can be found in P. Huntington Hartford's U.S. based chain of A & P Supermarkets spread throughout populous regions of Eastern Canada.

Both these may well be considered the thin edge of the coin machine "wedge" in respect of in-grocery-store coin machine locations. What they did do was, to get large sections of the Canadian public used to these types of machines in public places and, this has been done over a period of several years. They played a large part in changing the Canadian mental attitude towards coin machines from one of dislike to one of acceptance. In so doing, the door was opened further to more and more types of coin-Operated equipment. During the last three years groceries have brought in behind their doors a great variety of Games, Amusement and Vending machines for their adult patrons. Such name shops as Woodward's in Greater Vancouver have them and they are prominently placed and well used. Now that the door has been opened to this extent, unless something very untowards occurs it can only open wider to let in an even greater variety of coin-Operated machines.

Canada and Canadians are a peculiar lot; they are not very initiative and very slow to start anything or take it up. This is in the main, with one or two notable exceptions, true of the Canadian Coin Machine Industry. What has only recently been accepted by the retailers of Canada has been a fact in European countries and the U.S. for years. There can be no doubt

that chains and individual stores' executives and Operators, too, have seen it done before across the line and that must certainly have influenced their decisions. But, let someone in Canada do something and make a good thing of it and swarms of others will move quickly into the same thing in the hope of picking up fast bucks. When erstwhile staid retail stores such as Woodward's in the West and the T. Eaton Co. locate Juke Boxes, Amusements, Games and Venders within their emporiums the door becomes open to virtually every shop in Canada. Thus, there remain great opportunities in this, as yet little touched market for coin-machine Operators.

MALLS ARE NEW MARKET

Furthermore, in this line of operating, Malls have opened their corridors to the coin machine. Over the past three years, Vending Machines, Kiddie Rides, Bulk Venders, Juke Boxes, Games and Amusements have been seen in increasing numbers at shopping centres all across the country. The verity of these remarks are readily apparent on visits to these places. They are where women with children and, families shop, days, evenings and weekends. They are open long hours, are visited by hundreds of thousands of people every week and so give coin machines a tremendous exposure to the public. This is an exposure to all segments of the public, from children to the elderly and all sorts of equipment is involved. Arcades of high quality are now to be found in Malls of the highest category in some Canadian cities. This was unheard of only a couple of years or so back. And, whilst they are admittedly still few they will continue to grow in numbers.

What has occurred in Canada over the past three years has been nothing less than a minor revolution in Canadian thought and viewpoint in respect of coin-Operated machines. There exists today, a completely new attitude towards them and although there may still be "pockets of resistance" the attitude barriers of the past towards them are almost completely gone. Even the holdouts in Government bodies and the bureaucracy are being forced by this changed attitude on the part of the public to change their rules and regulations which tend to be restrictive. Admittedly many "hold on" as long as they can and raise numerous objections to the siting of equipment but after an appropriate "making of their position" they usually give way. As to the future—in Canada we will see more and more coin-Operated equipment of all kinds located in many, many new types of locations used by more and more people. Older people have been largely won over and the younger are quite "at home" with coin-Operated machines of all descriptions. And, the Beatles and their music and style have been an important factor in it all.

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The impression gained of the tape Juke Box now out for a year in the U.S. is Operators view it mainly as a form of background music rather than as a Juke Box. This is largely because of the 10 minute selections it plays in limited quantity. Oddly enough there are plenty of 8 channel tapes available for these machines and they feature the hits played by radio. Album play is the idea of the tape box though sometime it is hoped a change to singles may be made.

This may be quicker in coming along than is generally imagined, especially now that the availability of tape using coin operated gramophones is increasing. One of the claims made for a Japanese made Juke Box of this type is that instant selection of any piece of music held within it can be made; the piece wanted being "picked" off the tape at the right place on it.

Canadian "Hits" To Be Profitable Need Foreign Sales Is Claim

Some Canadian Record executives are contending that U.S. media pays scant attention to selections which are proven hits in Canada. They claim that well established Canadian hits selling over 25,000 records in this country are considered "false" by U.S. Radio Stations and not worthwhile playing. This is considered by Canadian producers as death to Canadian records by virtue of the fact that even sales in Canada in hit numbers do not much exceed production costs.

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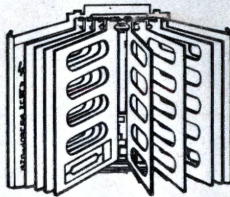
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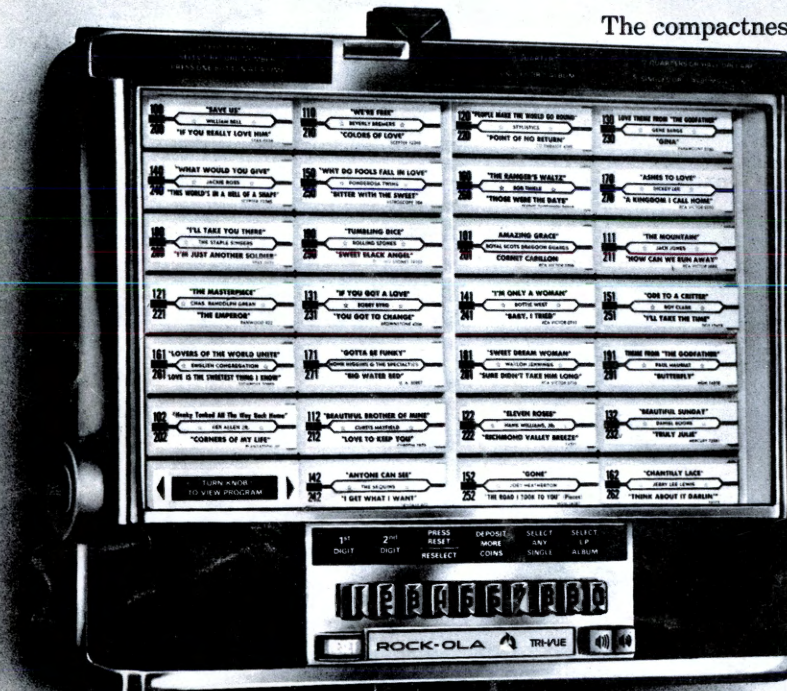
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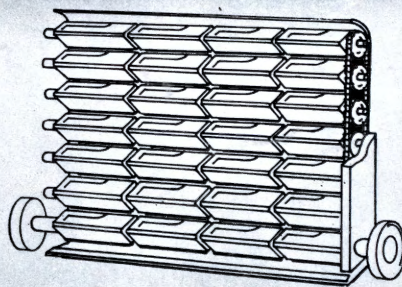
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